



## Manatee County Tourist Development Council Meeting Minutes

January 22, 2024

### Roll Call

#### Present

- Ray Turner
- Mayor Gene Brown
- Mayor Shirley Groover Bryant
- Ed Chiles
- Norma Kennedy
- Jiten Patel
- Dave Wick

#### Not Present

- Rahul Patel – excused absence
- Eric Cairns - excused absence

### Pledge of Allegiance, Invocation

Pledge of Allegiance; Invocation by Pastor Luke Stockeland, First Baptist Church of Bradenton

### TDC Member Introductions

TDC Members introduced themselves.

### Minutes

**A motion was made by Dave Wick, seconded by Jiten Patel, to approve the October 16 , 2023, TDC Meeting Minutes. Motion carried unanimously.**

### Special Award Presentation

Elliott Falcione, Executive Director, CVB

Elliott Falcione presented a life-time achievement award (first ever) to Danette Lynch, Florida Restaurant and Lodging Association, Regional Director.

John Horne, Oyster Rock Hospitality and FRLA member, praised Danette for her dedication and leadership.

## Marriott Resort and Spa Update

Tony DeRusso, Managing Director, Improvement Network Development Partners

- Presentation given on the Marriott Resort and Spa.
- On track to open April 2024
- Building a resort destination in conjunction with the Convention Center
- Industry Professionals “wowed” by what they’ve seen so far.
- Restaurant Options – Oyster River Rooftop, The Social Restaurant, Revive – Health and Wellness
- Selling memberships to Marriott Resort and Beach Club. Will be creating white sugar sand beach club across the street (2000 cubic yards of sand to be brought in)
- Outdoor event venue – open air – entertainment space; will be adding a stage in the future
- 252 oversized guest rooms and 6 suites
- 80,000 versatile indoor/outdoor meeting space
- 3500 square foot Revive Spa
- Phase two is development of retail space in front of hotel; must create additional parking for this to happen

## Convention Center Construction Update

Elliott Falcione, Executive Director, CVB

- Presentation with updates of the CVB expansion – photos provided of future design
- 1985 Manatee Civic Center opens
- On the cusp of putting in foundations connecting convention center to hotel
- Main arena will not change much – change ceiling and flooring; telescopic seat coverings
- Should be complete around Easter 2025
- 2026 projected to bring in \$25-30 million to the urban core annually

## State of Tourism Update

Anne Wittine, Research Data Services

- November 2023 – slight contraction - decrease (7.5%) in overnight commercial lodging – compared to last year due to Hurricane Ian – many displaced and staying in Manatee County
- Still seeing considerable growth in economic impact
- Canadian and European visitation expected to pick up in the next month or so
- Smaller party size and shorter length of stay.
- Fiscal year to date – visitation down 7.9%, Economic Impact down 8.3% from last year due to the hurricane
- SRQ up by 12.3%
- Properties saying January looks good and February and March look very good

## Public Comment

- Caryn Hodge, new Executive Director, Anna Maria Historical Society Museum, introduced herself and thanked TDC for support.

## New/Old Business

- Mayor Brown – Water Taxi- took ride first weekend open – asked for more updates; Elliott stated he is hoping to add Bradenton Beach as soon as maybe this weekend; working on a stop at Coquina Beach, also looking at a stop in Longboat Key and Palmetto; we are looking at a third ferry that would have indoor component that could run on colder or rainy days; wants to make sure residents know that the funding source for the ferries is from tourism tax proceeds
- Elliott shared that World Champions Cup Golf and the Concession signed a 3-year agreement
- LGPA at the Bradenton County club this week
- Elliott would like to get back to one-on-one meetings with the TDC members
- Mayor Bryant wanted to remind everyone about the River Regatta February 17
- Mayor Brown stated there will be a concert Friday night and drone show February 16; and Pirates Fest after the Regatta Saturday night
- Norma Kennedy reminded everyone of Parrish Heritage Days – March 9

## Adjourn

Meeting was adjourned at 10:30 am.

*These minutes are in DRAFT form until approved at the April 15, 2024 meeting.*