



Broward County

Legislation Text

File #: 22-689, Version: 1

Broward County Commission Regular Meeting

Director's Name: Mark Gale

Department: Aviation

Division: Choose a Division.

Information

Requested Action

A. MOTION TO APPROVE Broward County's sponsorship of the American Association of Airport Executives Finance and Administration Conference scheduled in February 2023 in Broward County, and under the supervision of the Broward County Aviation Department ("BCAD") this action would allow BCAD to co-sponsor in an amount not to exceed \$25,000.

ACTION: (T-10:29 AM) Approved.

VOTE: 8-0. Commissioner Ryan was not present.

B. MOTION TO AUTHORIZE BCAD Director to execute agreements related to the sponsorship subject to approval of the Office of County Attorney as to legal sufficiency.

ACTION: (T-10:29 AM) Approved.

VOTE: 8-0. Commissioner Ryan was not present.

Why Action is Necessary

Motion A. In accordance with the Broward County Advantage Marketing Program, co-sponsorships require approval by the Broward County Board of County Commissioners ("Board").

Motion B. Board approval is required to delegate authority to the BCAD Director to execute associated co-sponsorship documents.

What Action Accomplishes

Motion A. Approves Broward County's sponsorship of the American Association of Airport Executives Finance and Administration Conference.

Motion B. Authorizes the BCAD Director to execute associated co-sponsorship documents.

Is this Action Goal Related

No

Previous Action Taken

None.

Summary Explanation/Background

THE AVIATION DEPARTMENT RECOMMENDS APPROVAL OF THE ABOVE MOTIONS.

Motion A

This action will approve Broward County's sponsorship of the American Association of Airport Executives ("AAAE") Finance and Administration Conference ("Conference") in February 2023 in a not to exceed amount of \$25,000.

AAAE holds approximately 50 domestic and international meetings each year with more than 7,500 attendees comprised of airport and aviation executives. AAAE's meetings deliver industry knowledge tailored for airport professionals and offer important training and networking opportunities for career growth and business development.

This Conference is an annual event sponsored by AAAE. During this year's Conference held in Daytona Beach, FL, in February, there were 200 people in attendance totaling 399 hotel room nights. As a host for the Conference, BCAD would be responsible to host an evening event, which is open to all attendees coming from all over the U.S. and, in some cases, international locations.

The dates for next year's Conference are tentatively scheduled February 20 through 23, 2023, providing a great opportunity to showcase the host airport's locale. BCAD is responsible for planning, executing and paying for the evening event, which usually takes place at a local area attraction, or is themed to promote the region. BCAD will partner with Visit Lauderdale to select an attractive location in Broward County for the evening event and suggestions for hotels in the area. The costs of the co-sponsorship, including the evening event, would be approved by the Board in a not to exceed amount of \$25,000.

Motion B

This action will authorize the BCAD Director to execute agreements related to the co-sponsorship of the Conference and subject to approval of the Office of the County Attorney as to legal sufficiency.

BCAD anticipates two agreements will need to be executed: one with AAAE to be the Conference Host and another one with the venue for the host evening event.

Source of Additional Information

Mark E. Gale, CEO/Aviation Director, (954) 359-6199

Fiscal Impact

Fiscal Impact/Cost Summary

BCAD's sponsorship in a not to exceed amount of \$25,000 is budgeted in its Marketing budget.