



Broward County

Legislation Text

File #: 22-792, Version: 1

Broward County Commission Regular Meeting

Director's Name: Tim Garling (Deputy General Manager)

Department: Transportation

Information

Requested Action

MOTION TO APPROVE Broward County's sponsorship of the Conference of Minority Transportation Officials (COMTO) 51st National Meeting & Training Conference to be held July 9 through July 11, 2022, at the Westin Fort Lauderdale Beach Resort at the Platinum "Wow" level in the amount of \$70,000 plus in-kind services; and authorize the County Administrator to execute any required agreements subject to the approval of the Office of the County Attorney as to legal sufficiency.

Why Action is Necessary

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

What Action Accomplishes

Approves Broward County's sponsorship and funding with an amount of \$70,000 plus in-kind services for the Conference of Minority Transportation Officials 51st National Meeting and Training Conference to be held at the Westin Beach Resort, July 9 - 11, 2022.

Is this Action Goal Related

Yes

Previous Action Taken

None

Summary Explanation/Background

THE FOLLOWING AGENCIES, DEPARTMENTS AND OFFICES (AVIATION, CONVENTION AND VISITORS' BUREAU, PORT EVERGLADES, TRANSPORTATION AND OESBD) RECOMMEND APPROVAL OF THE ABOVE MOTION

This item supports the Board's Values of "Ensuring economic opportunities for Broward's diverse population and businesses"; "Cultivating community culture, arts, recreation and life-long learning"; and "Prominently marketing Broward County as a brand while increasing public understanding of programs and services" and Goals: "Increase the economic strength and impact of revenue-generating County enterprises balancing economic, environmental, and community needs"; "Providing diverse artistic, cultural, educational, and historical amenities and programs that contribute to a vibrant, multi-cultural and economically-viable community, including an annual signature event"; and "Consistently and effectively market and brand Broward County programs and services, locally and globally, through effective collaboration."

This request is for Broward County to be a Platinum “Wow” level sponsor (Exhibit 1) for Conference of Minority Transportation Officials (COMTO) 51st National Meeting and Training Conference to held at the Westin Beach Resort, July 9 - 11, 2022. COMTO is a multi-national non-profit organization with 38 chapters across the United States and one Chapter in Toronto, Canada. There are five Chapters in Florida: Fort Lauderdale, Miami, Palm Beach, Central Florida, and Jacksonville. Approximately 600 people are expected to attend the conference, which will bring together local, state, and national industry experts and professionals from public and private sectors from all four transportation modes (aviation, bus, maritime and rail), historically underutilized businesses and members of Legislature and staff.

The conference was originally scheduled to be held at the Diplomat Beach Resort and Conference Center July 18 through July 21, 2020; however, due to the COVID-19 public health emergency, large gatherings such as this event were canceled.

The sponsorship allows collaboration between the Broward County Agencies (Aviation, Convention and Visitors Bureau (CVB), Port Everglades, Office of Economic and Small Business Development (OESBD) and Transportation (BCT)) to host and brand the welcome reception for all conference attendees. The welcome reception is a unique opportunity for Broward County Leadership to address the conference attendees. Sponsorship will also maximize the exposure of Broward County’s Aviation, Transportation, Port Everglades and OESBD to promote policy and programs at the National level.

The \$70,000 financial commitment would be shared as follows:

Aviation Department	\$20,000
BCT	\$15,000
CVB	\$15,000
Port Everglades	\$15,000
OESBD	\$ 5,000

In-kind support will include volunteers provided by the participating agencies to support conference events. Additionally, BCT would be responsible for providing transportation services during the conference.

County funds will be provided to the Conference of Minority Transportation Officials, Fort Lauderdale Chapter, a 501(c)(3) nonprofit organization by the respective County Agencies.

Source of Additional Information

Tim Garling, Deputy General Manager, (954) 357-8424
Keshia A. Davis, Asst to Department Director, (954) 357-8449

Fiscal Impact

Fiscal Impact/Cost Summary

Sponsorship funds are available within the respective agencies’ budgets.