



Multicultural Group Sales & Business Development

The Multicultural Business Development program will continue to utilize existing cultural programs and expand its civic engagement, to ensure that Greater Fort Lauderdale (GFL) remains as a premier destination of choice for individuals of color.

OBJECTIVE

Expose a greater number of ethnically diverse individuals and groups to Greater Fort Lauderdale so that they choose the destination as their travel choice for work and or play. We will expand the CVB's national visibility by enhancing programs that cater to Civic and Corporate Meetings, Family Reunions and the Faith-Based Community.

STRATEGIES

- Expand GFLCVB's national marketing program to expose faith-based and gospel conventions to the development of the Gospel Complex for Education & Preservation.
- Facilitate relationships with local multicultural and religious organizations to keep them apprised of the development of the Gospel Complex with the intent of making them Ambassadors to assist with the tourism efforts needed to support the Gospel Complex.
- Implement a family reunion program with the intent of having 3,000 room nights generated from the family reunion market. This will include working with media to support the development of an annual Family Reunion promotion that will establish Greater Fort Lauderdale as the Family Reunion Capital.
- Through visual imaging, we will develop a more diverse set of images to utilize in all media with a special focus on families and children.
- Highlight and support key cultural sports and entertainment events with marketing and advertising. Secure appropriate media for the events and tie-in promotions as applicable.
- Participate with the Broward County Cultural Council Task Board in the development of the Broward County International Cultural and Trade Strategy. These efforts will provide cultural diplomacy and connections among culture, community and commerce by creating an environment that will foster tourism, growth and expansion for businesses in Broward.
- Implement a strategic marketing program to attract the high end female market that conducts empowerment conferences and seminars. Focus on new hotel product line that emphasizes spa, beach and shopping.
- Use the development of the "Broward County Entertainment District" and the "Gospel Complex for Education and Preservation" to promote the second coming of the Harlem Renaissance. Program will use existing film and entertainment celebrities to become spokespersons for the destination.
- Work with key organizations and national leaders in an effort to secure a minimum of (6) site visits to promote new business to Broward.
- Participate in a national campaign in key cities such as Chicago, Detroit, New York, Washington, D.C. to expose the advantages of hosting their conferences in the destination.