

# Broward County Convention Center Update

- **\$ 1.3 BILLION**
- **1.2 million sq ft with**
  - **350,000 sq ft Exhibit Hall**
  - **5 Ballrooms**
    - **New 65,000-sq-ft waterfront ballroom**
  - **45 Meeting Rooms**
  - **Executive Suite with three boardrooms**
- **6-Acre Tropical outdoor Event Plaza**
- **OMNI headquarter hotel**



# Opening Fall 2025

# A NEW LANDMARK *of* COASTAL SOPHISTICATION.


## THE NEWEST ADDRESS FOR IMPACTFUL EVENTS

- **801 guest rooms**, including 82 of the region's largest suites, all beginning on floor 11 with floor-to-ceiling windows and sweeping ocean, city, or Intracoastal views.
- **120,000 square feet of event space** across three levels, including **vast prefunction** areas, SMART boardrooms, and two signature ballrooms—one with a **covered terrace**.
- Direct access to the **Broward County Convention Center**, with the ability to **restrict access** for Omni-only groups.
- **Six distinct dining venues**, from rooftop cocktails at Ibis Sky Lounge to coastal cuisine at Reef 76 and casual fare at Leeward Market.
- **Full-service Mokara Spa**, 24-hour **fitness center** with Peloton bikes, and daily wellness programming.
- Ideally located **near Fort Lauderdale Beach**, Water Taxi, airport, and **Las Olas Boulevard**.
- Coming 2026: new **outdoor plaza** for activations, group events, and a seventh signature restaurant.



# Convention Center East

Fall 2025

-  65k sq ft waterfront Atlantic Ballroom
  - One of Largest in Southeast
  - Floor To Ceiling Windows
  - Overlooking Port/Cruise Ships
-  15K sq ft Sandpiper Ballroom
-  20+ meeting/breakout rooms



\*NEW\* EAST BCCC

WEST  
BCCC

Event-ready: anchors,  
electric, water, + space  
for 30k sq ft A/C tent

Waterfront Amphitheater  
9k sq ft

Omni  
Restaurant

268k sq ft Outdoor  
Function Space




OMNI

# Convention Center Plaza

## 6-Acre Tropical Plaza on Intercoastal

# Port Bypass Road

Fall 2025

-  Connects Eisenhower to Mid-Port (SR84) entrance  
No security checkpoints
-  2 stoplights between Convention Center and FLL  
9 minutes drive to/from FLL
-  20-30 minutes shorter commute  
5-fewer stoplights



# Port Bypass Road

Fall 2025



# Sales & Marketing



# Who is selling Broward County Convention Center?

CVB Group  
Sales Team (9)

CVB Sports  
Team (4)

OMNI FORT  
LAUDERDALE  
(7)

OMNI Global  
Sales (20+)

ASM/BCCC  
Team (6)

Fort Lauderdale  
Community



## Our Driving Goal

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**2026 +** Secure **HIGH-VALUE** conventions & tradeshow  
Average EI \$6.2M

Convention Center now classified “**MEGA**” due to 350K sq. ft. Expo Hall



- Booking further out in the future (2035) = financial security
- Larger Events = Peak RNT DOUBLED 2027+
- Better Quality Events = larger budgets, higher ADR, greater EI
- Mix = 70% meetings, conferences, expos : 30% sports

# Target Industries / Key Events

## National Associations Long Term 5+ Years

-  Trade/Blue Collar & Professional
-  Specialty Medical & Scientific
-  Education & Research Assoc.,  
Government and Policy
-  Tradeshows & Multi-management  
companies (Informa/Reed)

## Mid/Short Term State Assn/ Sports/ Corporate

-  Financial – Pharma - NE
-  Insurance / Legal - MW
-  Technology - TX
-  Financial – Pharma - NE

## International Conventions (MIA)

-  Seatrade

## Explore Policy Driven Industries

-  Energy
-  Technology (AI, Crypto currency)
-  Engineering & Manufacturing
-  Social Media

# Notable WINS / Quality Events

## New Groups: Specialty Medical Groups

- Society for Cardiovascular 2,744 TRN
- Society of Colon & Rectal Surgeons 5,062 TRN
- Thoracic Surgeons 2,234 TRN
- Academy of Osseointegration 3,706 TRN
- Advancement of Medical Instrumentation 4,388 TRN
- Multiple Sclerosis Centers 6,452 TRN

## Specialty Industry Groups

- Society of Agronomy 5,954 TRN
- Association of Feline Practitioners 2,710 TRN
- Funeral Directors Association 6,100 TRN
- National Conference of State Legislatures 10,685 TRN
- Asian American Hotel Owners Assoc. 7,608 TRN
- Dave Ramsey 5,000 TRN



Photo: Visit Dallas

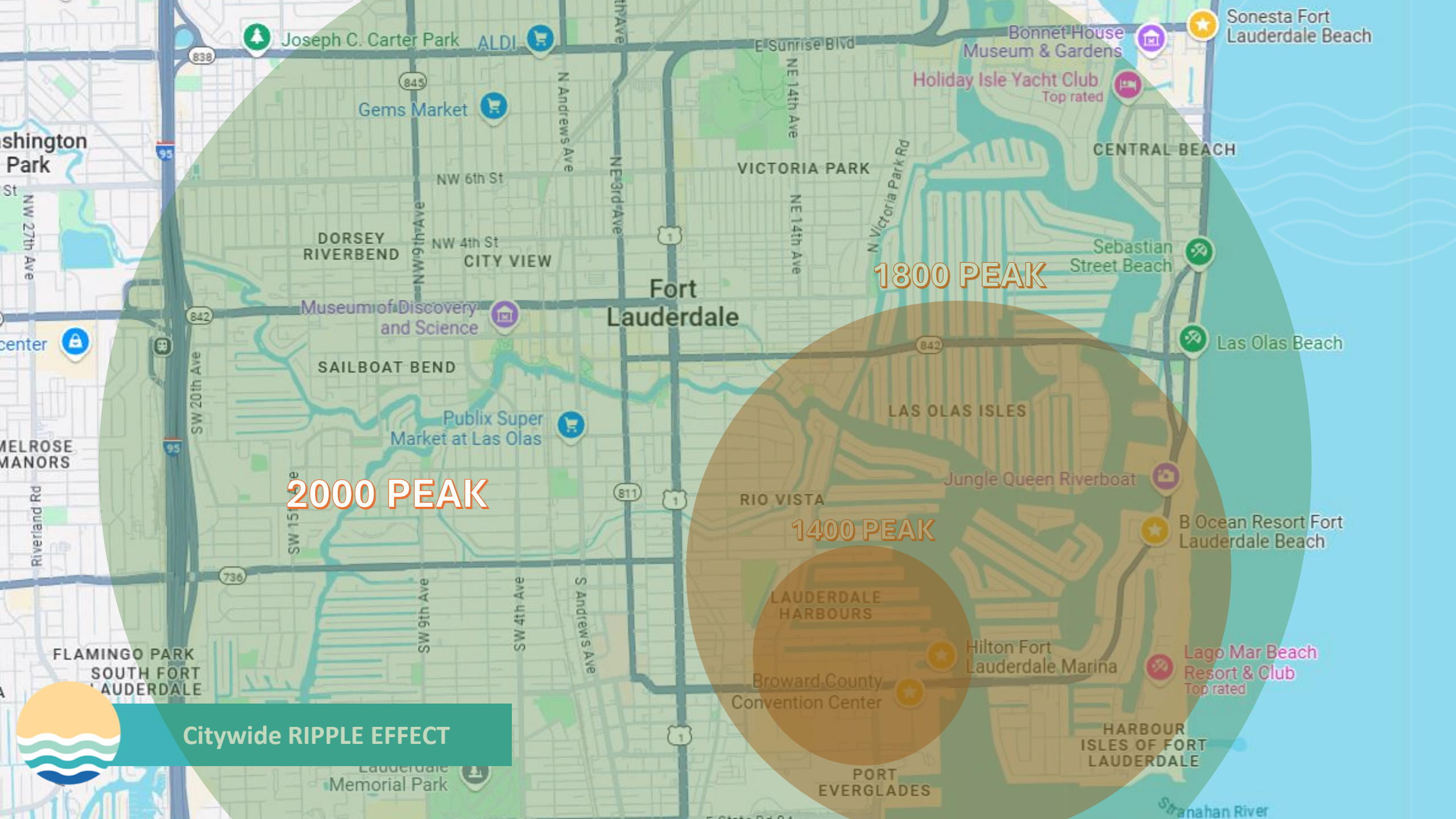
## Macro Challenges

- Increased competition: Multiple CC renovations nationwide back online in 2028 (Austin/Dallas/Ft. Worth/Houston/San Antonio/Colorado/Seattle)
- Miami HQ Hotel (Hyatt) – 2028
- Tampa 81% more hotel rooms with walking distance



## Competitors

- Competition is Nationwide with biggest competitors
  - Miami, Tampa, Nashville, San Antonio, Orlando, San Diego



2000 PEAK

1800 PEAK

1400 PEAK

Citywide RIPLE EFFECT



# THANK YOU

