

BAL HARBOUR

- V I L L A G E -

Jeff Lehman, Chair
Peter Willis, Vice Chair
Jassi Lekach Antebi, Committee Member
Arianna Calcaterra, Committee Member
Priscilla Khanna, Committee Member
Zushie Litkowski, Committee Member

Village Manager Jorge M. Gonzalez
Village Clerk Dwight S. Danie
Village Attorneys Weiss Serota
Helfman Cole & Bierman, P.L.

RESORT TAX COMMITTEE

REGULAR MEETING AGENDA

WEDNESDAY, JULY 10, 2024, AT 10:30 A.M.

Bal Harbour Village Hall, 2nd Floor Conference Room
655 96th Street, Bal Harbour, Florida 33154

This meeting will be conducted in person. Members of the public are encouraged to participate by calling 305-865-6449 or by emailing meetings@balharbourfl.gov before and during the meeting.

1 CALL TO ORDER / ROLL CALL

2 PLEDGE OF ALLEGIANCE

3 APPROVAL OF MINUTES

- 3.1** Resort Tax Committee Meeting Minutes - June 4, 2024
[ResortTaxCommitteeMinutes_June4_2024.pdf](#)

4 OVERVIEW OF RESORT TAX COLLECTIONS

- 4.1** Bal Harbour Village Monthly Resort Tax Revenue Report - May 2024
[LTC - Resort Tax Collections May 2024.pdf](#)

5 FY 2024-25 BUDGET OVERVIEW

6 NEW BUSINESS

7 FUTURE MEETING DATES

8 PUBLIC COMMENTS

9 ADJOURNMENT

One or more members of any Village Committee/Board may attend this meeting of the Council and may discuss matters which may later come before their respective Boards/Committees.

The New Business and Council Discussion Section includes a section for Public Comment. On public comment matters, any person is entitled to be heard by this Council on any matter; however, no action shall be taken by the Council on a matter of public comment, unless the item is specifically listed on the agenda, or is added to the agenda by Council action.

Any person who acts as a lobbyist, pursuant to Village Code Section 2-301 (Lobbyists), must register with the Village Clerk, prior to engaging in lobbying activities before Village staff, boards, committees, and/or the Village Council. A copy of the Ordinance is available in the Village Clerk's Office at Village Hall.

If a person decides to appeal any decision made by the Village Council with respect to any matter considered at a meeting or hearing, that person will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this proceeding because of that disability should contact the Village Clerk's Office (305-866-4633), not later than two business days prior to such proceeding.

All Village Council meeting attendees, including Village staff and consultants, are subject to security screening utilizing a metal detector and/or wand, prior to entering the Council Chamber, Conference Room, or other meeting area located within Village Hall. This is for the safety of everyone. Thanks for your cooperation.

BAL HARBOUR

- VILLAGE -

Jeff Lehman, Chair
Peter Willis, Vice Chair
Jassi Lekach Antebi, Committee Member
Arianna Calcaterra, Committee Member
Priscilla Khanna, Committee Member
Zushie Litkowski, Committee Member

Village Manager Jorge M. Gonzalez
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RESORT TAX COMMITTEE

REGULAR MEETING MINUTES

TUESDAY, JUNE 4, 2024, AT 10:30 A.M.

Bal Harbour Village Hall, 2nd Floor Conference Room
655 96th Street, Bal Harbour, Florida 33154

This meeting was conducted in person. Members of the public were encouraged to participate by calling 305-865-6449 or by emailing meetings@balharbourfl.gov before and during the meeting.

1 CALL TO ORDER / PLEDGE OF ALLEGIANCE- The meeting was called to order at 10:46 A.M. by Chair Jeff Lehman

The following members were present:

Jeff Lehman, Chair (By Zoom)
Peter Willis, Vice Chair
Jassi Lekach Antebi (10:48 AM)
Priscilla Khanna
Zushie Litkowski

The following were not present:

Arianna Calcaterra

The following were also present:

Ramiro Inguanzo, Assistant Village Manager
Dwight Danie, Village Clerk
Paola Busch, Marketing Tourism Manager
Sylvia Flores, Director of Recreation, Arts, and Culture

2 APPROVAL OF MINUTES

2.1 March 11, 2024 Resort Tax Committee Meeting Minutes

MOTION: A motion to approve the March 11, 2024 Meeting Minutes was moved by Chair Jeff Lehman and seconded by Priscilla Khanna.

VOTE: The Motion passed by unanimous voice vote (4-0).

3 OVERVIEW OF RESORT TAX COLLECTIONS - QUARTER 2

3.1 Attachment

Mr. Inguanzo provided an update on Resort Tax Collections saying that April was down primarily as a result of the Easter holiday falling in March in 2024.

Ms. Lechach Antebi arrived at 10:28 AM.

Mr. Inguanzo added that David Whitaker of the GMCVB told him that history indicates that people are drawn to Olympic game locations during game years and that travel and bookings are influenced negatively when hurricane forecasts predict high activity.

He then said he was optimistic that upcoming events like Miami Spice and Miami Spa Month Moving forward, they outline preparations for the summer season, discussing local initiatives like Miami Spice, Miami Spa Month, and other local collaborations should help replicate the success of previous years.

Mr. Inguanzo then provided an update on Café Avenue 32, Café La Perouse, and the planned opening of the third Beach Haus building, the latter of which was timed with Copa America.

4 PRESENTATION: SISTER CITIES INTERNATIONAL PROGRAM - HOF HACARMEL, ISRAEL TA

Mr. Inguanzo provided a brief overview of the Sister Cities Program and then introduced Mayor Jeffrey Freimark. Mayor Freimark described his discussion with Maor Elbaz-Starinsky Consul General of Israel in Miami. Together, they identified Hof HaCarmel Regional Council, located in the northern Israeli coastal plain and containing twenty-seven communities, as a suitable partner with shared interests and demographics. Mayor Freimark provided a video presentation of the area, highlighting its potential for collaboration in areas of tourism, arts, and cultural exchange. He described the next steps required to formalize the Sister Cities agreement.

MOTION: A Motion to support the Village Council's approval of a Sister Cities Agreement with Hof HaCarmel Regional Council was moved by Vice Chair Peter Willis and seconded by Jassi Leckach Antebi.

VOTE: The Motion passed by unanimous voice vote (5-0).

5 DISCUSSION: TOURISM DATA ANALYTICS

Mr. Inguanzo introduced the item saying that one of the top recommendations from EY was to utilize tourism data analytics to enhance strategic planning and operational effectiveness by tracking and analyzing visitor trends. Ms. Busch said she had been working with EY to identify vendors that can cross-reference various data points, including international visitation and spending patterns. She said the company Oxford Economics was recommended as a more sophisticated, and expensive option. She said she was also exploring a potential collaboration with the GMCVB to share data and reduce costs.

6 OVERVIEW: SPECIAL EVENTS - QUARTER 2 AND UPCOMING EVENTS

Ms. Busch provided a recap of the Village's participation in sales media trips to Brazil and Argentina. She presented highlights including the Village's participation in the International Luxury Travel and Tourism Expo in São Paulo, Brazil where she and the Village Manager met with travel agents, media representatives, and influencers. She then presented highlights of a breakfast and luncheon in said that in Argentina where Village participants.

Ms. Busch then provided a list of FAM trips for Argentina, Brazil, Venezuela and Mexico.

Sylvia Flores presented a recap of events and activities for the third quarter of Fiscal Year 2024 after which she described upcoming events including a sunset painting session, a movie screening of Copa '71, a Paradox museum tour, and the events planned around the Village's Independence Day celebrations.

7 DISCUSSION: PREPARING FOR FISCAL YEAR (FY) 2024-25 TOURISM BUDGET

Mr. Inguanzo announced that Fiscal Year 2024-25 budget for Tourism would be presented at the next Resort Tax Committee meeting at which the Committee would make recommendations for Council consideration.

8 NEW BUSINESS

Vice Chair Willis asked how someone would address for the need of appropriate signage to address the problem of "aggressive" bicyclists on the Beach Path, to which Mr. Inguanzo said that as a result of the Village Council's consideration of the issue, the Village would be conducting an inspection of the path to scope out locations for updated signage.

9 FUTURE MEETING DATES

Mr. Inguanzo said that he would poll members for the next meeting date.

10 PUBLIC COMMENTS

There were no comments from the public.

11 ADJOURNMENT- The meeting was adjourned at 12:11 PM.



Jeff Lehman, Chair

Attest:

Dwight S. Danie, Village Clerk


BAL HARBOUR

- V I L L A G E -

OFFICE OF THE VILLAGE MANAGER

LETTER TO COUNCIL

NO. 103-2024

To: Mayor Jeffrey P. Freimark and Members of the Village Council
From: Jorge M. Gonzalez, Village Manager 
Date: June 28, 2024
Subject: Bal Harbour Village Monthly Resort Tax Revenue Report May 2024

The purpose of this Letter to Council (LTC) is to transmit to you the Monthly Resort Tax Revenue Report to provide you with an update on Resort Tax Collections for the month of May 2024.

The attached report reflects all resort tax revenue collected from the Lodging (4%) and Food and Beverage (2%) entities by the Village throughout the month of May 2024, marking the 8th month of collections for the 2023-2024 fiscal year (FY). The report compares results to previous years and includes results and variances for these years.

The results for the FY 2023-2024 and comparative to previous FY's are as follows:

REVENUE	FY23/24	FY22/23	Variance \$	Variance %	FY21/22	Variance \$	Variance %
October	364,360	387,400	(23,040)	-6%	337,746	26,613	8%
November	465,312	465,561	(250)	0%	461,760	3,552	1%
December	709,829	667,331	42,497	6%	742,433	(32,604)	-4%
January	662,090	657,196	4,893	1%	640,444	21,646	3%
February	676,200	689,437	(13,237)	-2%	715,657	(39,456)	-6%
March	713,935	687,425	26,510	4%	712,179	1,757	0%
April	549,404	586,107	(36,703)	-6%	623,752	(74,348)	-12%
May	470,312	466,834	3,478	1%	472,590	(2,277)	0%
FY TOTAL	4,611,442	4,607,292	4,150	0%	4,706,559	(95,117)	-2%

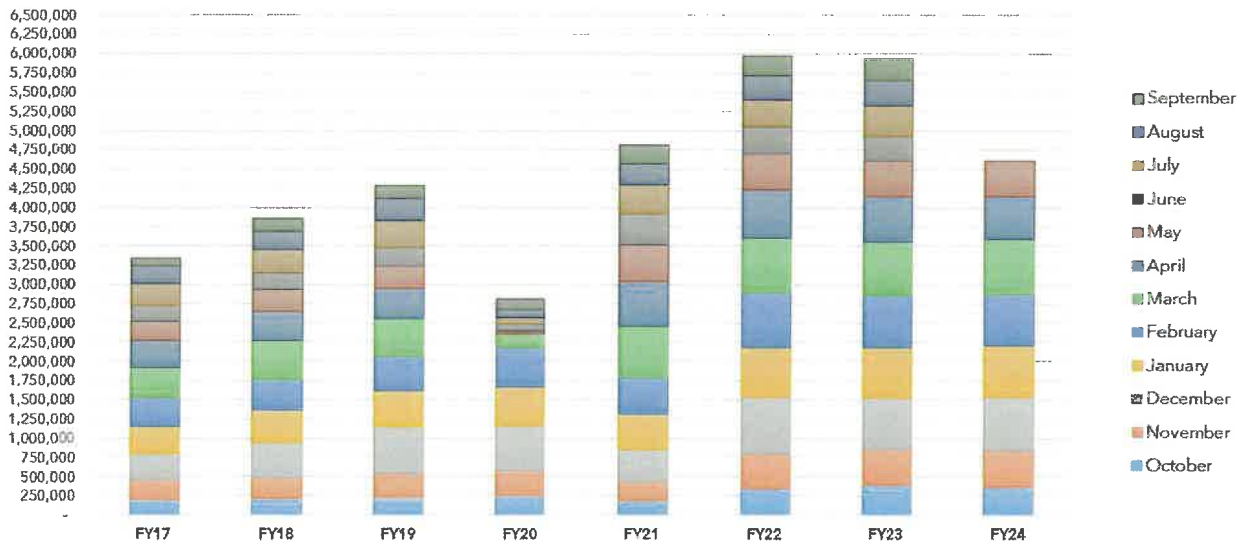
The May 2024 result of \$470,312 is 1% higher than the May 2023 result of \$466,834 and just slightly below the record amount collected for a May in 2022. As you will see reflected on the attached charts, the food and beverage taxes collected for the month of May 2024 were 2% less than the taxes collected in May 2023, while hotel taxes were up 1% during the same period. Overall, the eight months of total Resort Tax Revenue Collections this FY of \$4,611,442 are just slightly above the FY 23 amount of \$4,607,292.

If you have any questions or need any additional information, please feel free to contact me.

Attachment: Resort Tax Revenue Collections May 2024

JMG/RI/MH

Monthly Resort Tax Revenues FY 2017 - 2024										
REVENUE	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	\$ Change FY23 to FY24	% Change FY23 to FY24
October	199,879	211,585	227,153	245,321	194,121	337,746	387,400	364,360	(23,040)	-6%
November	248,474	272,087	319,409	330,479	233,174	461,760	465,561	465,312	(250)	0%
December	341,099	463,489	599,164	580,196	432,757	742,433	667,331	709,829	42,497	6%
January	358,485	416,841	473,030	508,538	454,324	640,444	657,196	662,090	4,893	1%
February	382,720	404,879	446,150	512,148	472,196	715,657	689,437	676,200	(13,237)	-2%
March	390,941	497,795	490,696	175,008	671,474	712,179	687,425	713,935	26,510	4%
April	350,838	376,923	387,588	10,651	581,267	623,752	586,107	549,404	(36,703)	-6%
May	245,037	286,612	291,033	28,677	474,867	472,590	466,834	470,312	3,478	1%
June	203,037	217,751	240,939	86,726	410,188	349,474	317,714			
July	294,593	308,414	359,088	90,509	371,382	351,941	411,805			
August	221,016	231,341	281,542	106,809	275,196	315,996	321,222			
September	108,943	164,639	173,252	131,055	247,088	246,404	279,588			
FY TOTAL	3,345,062	3,852,356	4,289,043	2,806,119	4,818,033	5,970,374	5,937,622			
FY Subtotal (Oct. - May.)	2,517,473	2,930,211	3,234,223	2,391,019	3,514,180	4,706,559	4,607,292	4,611,442	4,150	0%



Revenues FY24 & FY23	Oct-24	Oct-23	Change %	Nov-24	Nov-23	Change %	Dec-24	Dec-23	Change %
Hotel Taxes	237,205	273,012	-13%	341,342	344,426	-1%	544,215	513,969	6%
Food and Beverage Taxes	110,680	105,563	5%	107,847	110,437	-2%	148,997	141,235	5%
Interest	16,475	8,825	87%	16,123	10,699	51%	16,616	12,128	37%
Grand Total All Revenues	364,360	387,400	-6%	465,312	465,561	0%	709,829	667,331	6%

Revenues FY24 & FY23	Jan-24	Jan-23	Change %	Feb-24	Feb-23	Change %	Mar-24	Mar-23	Change %
Hotel Taxes	481,250	479,592	0%	520,826	544,407	-4%	547,610	537,808	2%
Food and Beverage Taxes	163,472	164,723	-1%	137,625	132,802	4%	147,353	135,828	8%
Interest	17,369	12,882	35%	17,750	12,229	45%	18,973	13,789	38%
Grand Total All Revenues	662,090	657,196	1%	676,200	689,437	-2%	713,935	687,425	4%

Revenues FY24 & FY23	Apr-24	Apr-23	Change %	May-24	May-23	Change %
Hotel Taxes	396,480	425,325	-7%	346,420	344,326	1%
Food and Beverage Taxes	134,480	146,765	-8%	104,880	107,480	-2%
Interest	18,445	14,017	32%	19,012	15,027	27%
Grand Total All Revenues	549,404	586,107	-6%	470,312	466,834	1%

Revenue FY 2023 - 2024	October	November	December	January	February	March	April	May	TOTAL Revenue FY 2023-2024	% of all Revenue
Shops - Food	\$ 107,300	\$ 102,811	\$ 137,459	\$ 157,014	\$ 131,307	\$ 140,450	\$ 132,840	\$ 104,064	\$ 1,013,245	22%
% of all Revenue	29%	22%	19%	24%	19%	20%	24%	22%		
Hotel - Bed	\$ 199,283	\$ 290,156	\$ 493,979	\$ 431,020	\$ 464,086	\$ 487,257	\$ 339,186	\$ 299,828	\$ 3,004,795	
Hotel - Food	\$ 32,935	\$ 44,383	\$ 42,763	\$ 33,990	\$ 47,616	\$ 50,652	\$ 47,051	\$ 38,159	\$ 337,548	
Total	\$ 232,218	\$ 334,539	\$ 536,742	\$ 465,010	\$ 511,702	\$ 537,908	\$ 386,237	\$ 337,987	\$ 3,342,344	
% of all Revenue	64%	72%	76%	70%	76%	75%	70%	72%		72%
Rentals, Condo Food, & Interest	\$ 24,842	\$ 27,962	\$ 35,627	\$ 40,066	\$ 33,192	\$ 35,577	\$ 30,327	\$ 28,262	\$ 255,854	
% of all Revenue	7%	6%	5%	6%	5%	5%	6%	6%		6%
TOTAL Revenue FY 2023-2024	\$364,360	\$465,312	\$709,829	\$662,090	\$676,200	\$713,935	\$549,404	\$470,312	\$ 4,611,442	