

BAL HARBOUR

- V I L L A G E -

Jeff Lehman, Chair
Jon Bakhshi, Vice Chair
Eugenia Dwyer, Committee Member
Angelique Hibbert, Committee Member
Jassi Lekach Antebi, Committee Member
Beatriz Lobaton, Committee Member
Priscilla Khanna, 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

MONDAY, MAY 11, 2026, AT 10:30 A.M.
Bal Harbour Village Hall, 2nd 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.A Resort Tax Committee Meeting Minutes - January 14, 2026
[ResortTaxCommitteeMinutes_January14_2026.pdf](#)

4. PRESENTATION AND DISCUSSION

4.A Review Proposal from Purple PR for World Cup Activation in Bal Harbour

4.B Review of Q1 and Q2 of Resort Tax Revenue
[LTC 063-2026 - Resort Tax March 2026.pdf](#)

5. NEXT MEETING DATE(S)

6. PUBLIC COMMENT

7. 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.

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RESORT TAX COMMITTEE

REGULAR MEETING MINUTES

WEDNESDAY, JANUARY 14, 2026, AT 10:30 A.M.

Bal Harbour Village Hall, 2nd 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 The meeting was called to order at 9:46 A.M. by Chair Jeff Lehman

The following members were present

Chair Jeff Lehman
Vice Chair Jon Bakhshi
Angelique Hibbert (10:38 A.M. by Zoom)
Jordan Ben-Hanania (for Beatriz Lobaton)
Priscilla Khanna

The following were not present

Eugenia Dwyer
Jassi Lekach Antebi

The following were also present

Ramiro Inguanzo, Assistant Village Manager
Dwight Danie, Village Clerk
Paola Busch, Marketing Tourism Manager

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Lehman

3. APPROVAL OF MINUTES

3.A Resort Tax Committee Meeting Minutes - November 17, 2025

MOTION: A Motion to approve the minutes was moved by Jon Bakhshi and seconded by Priscilla Khanna.

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

4.DATA ANALYTICS OVERVIEW - PRESENTATION BY TOURISM ECONOMICS

Mr. Inguanzo presented the most recent Resort Tax collection results for the fiscal year, highlighting that the report covered October and November. He described October's performance as unusually weak, while November exceeded the prior year's November record high. He said that despite the closures of Aba and Le Zoo, November collections still outperformed the prior November when those restaurants had been open. He said that food-and-beverage collections were down, as expected given the closures, while hotel-side collections were high.

He pointed out that the timing of Jewish holidays differed versus the prior year, falling in October rather than September, so he had expected October to be stronger, not weaker. Juliet Velasquez, Tourism Economics, suggested the possibility of the government shutdown and related travel disruption, with airport closures and flight impacts. Chair Lehman added that tourism depends on stability and that uncertainty can cause volatility that cannot be easily reduced to a single driver such as holiday timing.

Mr. Bakhshi said that he had observed among friends from New York traveling in September and again in November, skipping October because they were planning to return soon.

Mr. Inguanzo introduced Ms. Velasquez, whose company was contracted to provide the Village with data analytics as part of EY's strategic plan. He said the group had been working with Velasquez for about a year, and he asked her for a high-level overview of the work completed to date.

Ms. Velasquez explained that Symphony is the product being used and described it as a data aggregator that brings multiple sources under one house so users can view, compare, track trends, export, and report in a single environment. She outlined the breadth of data feeding the platform, including federal sources such as Customs and Border Patrol, I-94 / international arrivals-type programs, the Bureau of Labor Statistics, the U.S. Travel Association, and TSA, and said the dashboards are built to make the information easier to ingest.

She walked the committee through the platform's folder structure, including economy and labor market, lodging performance, hotel demographics, and resort tax collection, adding that the platform is live, with dynamic filters that update the dashboards based on user selections.

Chair Lehman asked how the platform could evolve from baseline reporting into more decision-oriented analysis. Mr. Inguanzo compared the idea to how Marriott evaluates performance across regions.

Ms. Velasquez said that a core constraint was that key hotel benchmarking inputs such as STR lodging performance are aggregated, meaning the dashboards do not automatically provide hotel-by-hotel breakouts without hotel-specific data. Chair Lehman said they

would never get that and said that the real value was benchmarking Bal Harbour against specific destinations like Los Angeles, Beverly Hills, Vail (Colorado), and Manhattan, adding that without this, it can feel like rehashing what the Committee gets every month.

Mr. Bakhshi suggested implementing an internal scorecard approach to define what performance would look like if all wheels were turning.

Ms. Velasquez said that outcomes depend on partner decisions and external factors, and that the purpose of this platform review was to identify ways to go beyond baseline setup, particularly in year two, when they could add more customized analysis and combine data sources.

Ms. Velasquez then demonstrated the platform's marketing performance capabilities. She described the Meta insights dashboard (Facebook/Instagram) as tracking audience changes, impressions, and post-level performance so users can evaluate whether content is working and whether it is moving the needle. She described website attribution as linking device-based geolocation with Google Analytics to connect interest to visitation, explaining that the platform can treat devices as the same user across phone and computer, then identify whether devices that visited the website later show up in Bal Harbour. She described an exposure-to-visits view suggested a typical 8-14 day window between web activity and visiting, and she discussed how this output can inform content strategy, like which pages drive interest, and market strategy, like where engaged audiences originate.

She then showed a monthly summary package intended which included an executive summary and indicators such as resort tax, TSA checkpoint volume, leisure and hospitality jobs, a visitor profile blending geolocation with other sources, and national travel trends for context. She showed air arrivals views alongside TSA counts and emphasized that the platform is most powerful when it connects sources in one place rather than treating each dataset in isolation. She reviewed the geolocation components as tools for understanding visitor behavior and quality, highlighting point-of-interest (POI) analysis. She said that the output was trend-oriented intelligence meant to support planning and decision-making rather than perfect, person-level counting.

5.SPECIAL EVENTS UPDATE

Ms. Flores presented upcoming programming and activation work tied to tourism and community engagement, highlighting both recurring offerings and special events. She noted strong results from the Village's chef-driven events, citing a sold-out, highly interactive program with Chef Ruhama, and said that her team is considering a quarterly cadence and additional chefs. She also recapped early fiscal-year programming, including monthly full moon yoga, the return of movies on the beach , including How to Train Your Dragon, and the market's fourth season at the 96th Street beach access.

6.VILLAGE 80TH ANNIVERSARY

- 6.A** Logo
- 6.B** Village Entrance Signs
- 6.C** Events

Ms. Flores shared multiple logo designs that had been considered and presented design that had been selected. Mr. Inguanzo reviewed the work on updating entrance signage, particularly on Collins Avenue and the relative absence of a comparable gateway element on 96th Street, explaining that the existing Collins signage dates back to 1986 and had become iconic for some stakeholders, creating a natural tension between modernization and preservation. He described the update as a long-planned effort and said that some community members see the signs as synonymous with the Village's identity, while others—including members of Council, have encouraged modernization, especially given the broader portfolio of capital projects underway.

7.NEXT MEETING DATE - T.B.D.

8.PUBLIC COMMENT - There were no comments from the public.

9.END OF REGULAR AGENDA

10.ADJOURNMENT- The meeting was adjourned at 12:26 P.M.



Jeff Lehman, Chair

Attest:

Dwight S. Danie, Village Clerk

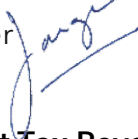
BAL HARBOUR

- V I L L A G E -

OFFICE OF THE VILLAGE MANAGER

LETTER TO COUNCIL

NO. 063-2026

To: Mayor Seth E. Salver and Members of the Village Council
From: Jorge M. Gonzalez, Village Manager 
Date: April 24, 2026
Subject: **Bal Harbour Village Monthly Resort Tax Revenue Report March 2026**

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 March 2026.

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 March 2026, marking the 6th month of collections for the 2025-2026 fiscal year (FY). The report compares results to previous years and includes results and variances for these years.

The results for the FY 2025-2026 and comparative to previous FY's are as follows:

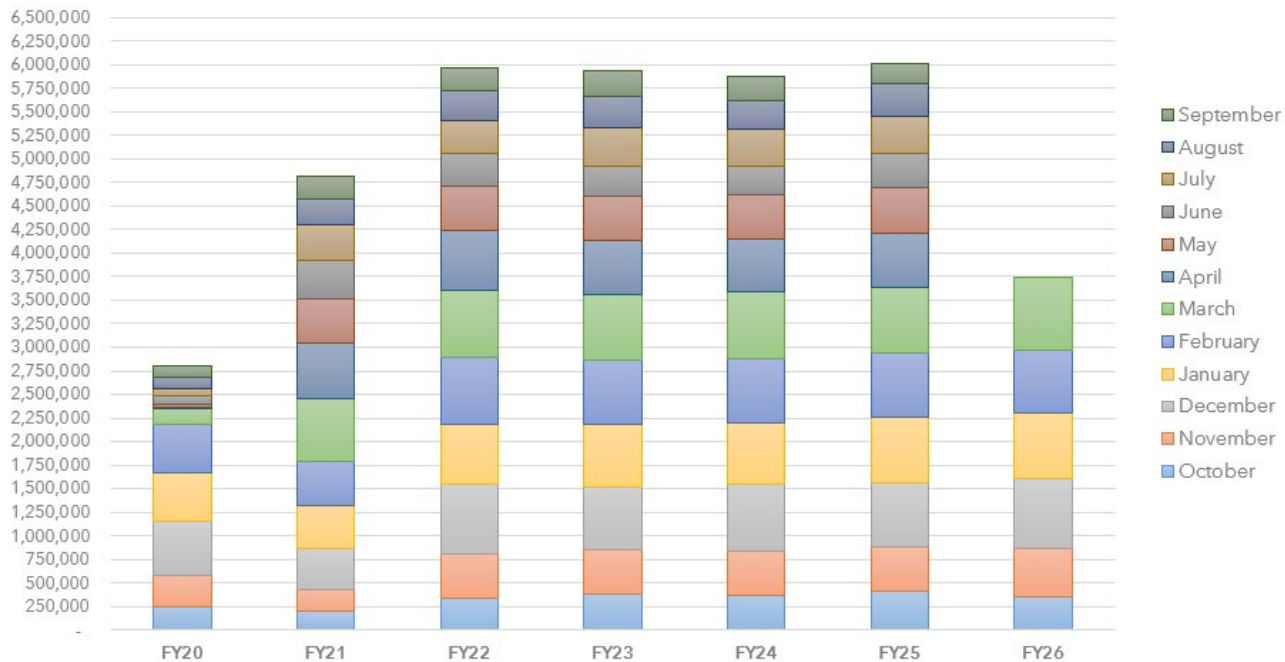
REVENUE	FY25/26	FY24/25	Variance \$	Variance %	FY23/24	Variance \$	Variance %
October	353,126	406,130	(53,004)	-13%	364,360	(11,234)	-3%
November	518,608	472,034	46,574	10%	465,312	53,297	11%
December	728,300	678,247	50,053	7%	709,829	18,471	3%
January	698,103	697,594	510	0%	662,090	36,013	5%
February	676,662	687,220	(10,558)	-2%	676,200	461	0%
March	769,421	696,331	73,090	10%	713,935	55,486	8%
FY TOTAL	3,744,219	3,637,555	106,664	3%	3,591,726	152,493	4%

The March 2026 result of \$769,421 represents a 10% increase from the March 2025 total of \$696,331, marking both the highest March collection and the highest single-month collection on record. As shown in the attached charts, hotel tax collections increased by 15%, while food and beverage tax collections declined by 8% compared to March 2025. The total Resort Tax Revenue collected for FY 2025-26 through March is \$3,744,219, reflecting a 3% increase compared to the FY 2024-25 amount of \$3,637,555 for the same period. It should be noted that Le Zoo and ABA closed in April 2025 and are no longer remitting resort tax. Slim's opened in late March 2026, replacing ABA, but its partial month limited contributions; as a result, food and beverage tax collections remain below prior-year levels and would have been higher with a full month of operations and if Le Zoo had remained open.

Based on the Greater Miami Convention & Visitors Bureau STR data, Miami-Dade County's hotel market experienced positive results in March 2026 compared with March 2025. In Surfside/Bal Harbour, results reflected stronger occupancy in the luxury market, with occupancy increasing by 5.6% compared to last year, while average daily room rates rose by 13.3% and RevPAR increased by 19.6%. These trends align with Bal Harbour Village's March resort tax results, where hotel tax collections increased by approximately 15% over March 2025, reflecting the strong link between occupancy, room rates, and overall collections, while food and beverage tax collections declined by 8%, partly due to the closure of Le Zoo and ABA in April 2025, with Slim's (which replaced ABA) only contributing for a partial month.

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REVENUE	FY20	FY21	FY22	FY23	FY24	FY25	FY26	\$ Change FY25 to FY26	% Change FY25 to FY26
October	245,321	194,121	337,746	387,400	364,360	406,130	353,126	(53,004)	-13%
November	330,479	233,174	461,760	465,561	465,312	472,034	518,608	46,574	10%
December	580,196	432,757	742,433	667,331	709,829	678,247	728,300	50,053	7%
January	508,538	454,324	640,444	657,196	662,090	697,594	698,103	510	0%
February	512,148	472,196	715,657	689,437	676,200	687,220	676,662	(10,558)	-2%
March	175,008	671,474	712,179	687,425	713,935	696,331	769,421	73,090	10%
April	10,651	581,267	623,752	586,107	553,090	576,311			
May	28,677	474,867	472,590	466,834	473,301	476,594			
June	86,726	410,188	349,474	317,714	308,529	361,091			
July	90,509	371,382	351,941	411,805	394,514	403,395			
August	106,809	275,196	315,996	321,222	298,731	339,735			
September	131,055	247,088	246,404	279,588	254,263	214,300			
FY TOTAL	2,806,119	4,818,033	5,970,374	5,937,622	5,874,154	6,008,981			
FY Subtotal Oct. - Mar.	2,351,691	2,458,046	3,610,218	3,554,351	3,591,726	3,637,555	3,744,219	106,664	3%



Revenues FY26 & FY25	Oct-26	Oct-25	Change %	Nov-26	Nov-25	Change %	Dec-26	Dec-25	Change %
Hotel Taxes	233,202	274,411	-15%	400,015	337,185	19%	580,660	511,330	14%
Food and Beverage Taxes	99,176	115,138	-14%	99,101	119,274	-17%	128,216	151,316	-15%
Interest	20,748	16,581	25%	19,492	15,575	25%	19,423.57	15,600	25%
Grand Total All Revenues	353,126	406,130	-13%	518,608	472,034	10%	728,300	678,247	7%

Revenues FY26 & FY25	Jan-26	Jan-25	Change %	Feb-26	Feb-25	Change %	Mar-26	Mar-25	Change %
Hotel Taxes	531,965	506,861	5%	542,495	536,977	1%	618,737	536,580	15%
Food and Beverage Taxes	147,147	175,510	-16%	117,172	136,543	-14%	130,968	142,250	-8%
Interest	18,991	15,222	25%	16,994.88	13,700	24%	19,717	17,501	13%
Grand Total All Revenues	698,103	697,594	0%	676,662	687,220	-2%	769,421	696,331	10%

Revenue FY 2025-2026	October	November	December	January	February	March	TOTAL Revenue FY 2025-2026	% of all Revenue
Shops - Food	\$ 95,217	\$ 93,401	\$ 114,842	\$ 138,432	\$ 109,269	\$ 124,033	\$ 675,194	18%
% of all Revenue	27%	18%	16%	20%	16%	16%		
Hotel - Bed	\$ 197,355	\$ 343,886	\$ 531,866	\$ 485,988	\$ 487,240	\$ 548,554	\$ 2,594,889	76%
Hotel - Food	\$ 30,859	\$ 49,944	\$ 39,807	\$ 36,447	\$ 45,027	\$ 54,960		
Total	\$ 228,214	\$ 393,830	\$ 571,673	\$ 522,435	\$ 532,267	\$ 603,514		
% of all Revenue	65%	76%	78%	75%	79%	78%		
Rentals, Condo Food, & Intere	\$ 29,695	\$ 31,378	\$ 41,785	\$ 37,236	\$ 35,125	\$ 41,874	\$ 217,093	6%
% of all Revenue	8%	6%	6%	5%	5%	5%		
TOTAL Revenue FY 2025-2026	\$ 353,126	\$ 518,608	\$ 728,300	\$ 698,103	\$ 676,662	\$ 769,421	\$ 3,744,219	