

BROWARD COUNTY TRANSITIONS FILM COMMISSION TO GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

Noelle Stevenson Named Director of Greater Fort Lauderdale/Broward Film Commission

GREATER FORT LAUDERDALE, Fla. – May 14, 2010 – In a move to maximize the success of initiatives to drive film and entertainment business to the destination and create new synergies with tourism, the Broward County Commission has transitioned the Broward Film Commission from the county's Office of Small Business and Economic Development to the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB).

Noelle Stevenson, who has served as Associate Vice President of Boutique Hotels, Film, Fashion & Entertainment for the Greater Miami Convention & Visitors Bureau (GMCVB), has been named the new director of the Greater Fort Lauderdale/Broward Film Commission, effective Monday, May 17, 2010.

"Film, entertainment and tourism are natural partners and we expect beneficial results for all three with this collaboration," said Nicki E. Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau.

In addition to overseeing a smooth transition, Stevenson's responsibilities will include marketing and lead development, responding to state leads and proactively engaging past and prospective clients. In addition, she will support legislative efforts relating to increasing state incentives to attract film and production companies, while her day to day activities will focus on permitting and client services. She will also act as liaison with municipalities, parks, county properties, local industry and other organizations.

Prior to her new position, Stevenson worked with the Greater Miami Convention & Visitors Bureau since 2003, first as Director of Boutique Hotels, Film, Fashion & Entertainment before being promoted to Associate Vice President in 2008. During this time, her work focused on showcasing the destination as a "location" for the production/film industry. While in Miami, Stevenson served on the Mayor's Film & Fashion Blue Ribbon Task Force and the Beacon Council's Fashion & Lifestyle Committee.

About Greater Fort Lauderdale

The new Greater Fort Lauderdale is a vibrant, "beach chic" destination offering more than 33,000 lodging accommodations at a variety of hotels, resorts, and Superior Small Lodgings, plus new high-end, luxury resorts and more to come. Nearly 11 million annual visitors enjoy Greater Fort Lauderdale's 23 miles of Blue Wave Beaches and eight charming beach communities, 300+ miles of inland waterways that run from the Intracoastal to the Everglades, more than 4,000 restaurants, top shopping, and a thriving arts and culture scene. For more information, contact the Greater Fort Lauderdale Convention & Visitors Bureau at (800) 22-SUNNY or visit www.sunny.org.

The Greater Fort Lauderdale Convention & Visitors Bureau can also be followed on Twitter at www.twitter.com/visitlauderdale and on www.facebook.com/visitlauderdale, or you can download the free iPhone application, *iVisitLauderdale* at www.sunny.org/iphone.

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