



101 NE Third Avenue, Suite 100
Fort Lauderdale, FL 33301

April 28, 2025

City Commission
City of Pompano Beach
100 W Atlantic Blvd
Pompano Beach, FL 33060

Dear Mayor Hardin and City Commissioners,

On behalf of Visit Lauderdale, I am pleased to offer our support for the proposed Jellyfish Museum project in Pompano Beach.

As the first specialized jellyfish museum in the United States, this innovative attraction would bring a unique and engaging experience to Broward County, enhancing our region's portfolio of family-friendly and eco-focused tourism offerings. The museum's blend of live exhibits, interactive displays, and immersive 3D shows directly aligns with current trends in travel, where visitors seek educational, authentic, and memorable experiences.

The Jellyfish Museum would not only strengthen Pompano Beach's appeal as a destination but also contribute to the broader effort to attract and retain visitors throughout Greater Fort Lauderdale. Indoor, weatherproof attractions of this caliber are particularly important to our tourism strategy, providing reliable year-round options that can support hotel occupancy, dining, and retail activity.

Visit Lauderdale fully supports this project and believes it will be a valuable asset to Pompano Beach and to Broward County as a whole. We encourage the City Commission to move forward with approval, and we look forward to helping promote this exciting new addition to our destination's offerings.

Sincerely,

President & CEO
Visit Lauderdale