

**AGENDA**  
**REGULAR MEETING**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)**  
**Monday– July 12, 2021**  
**3:30 PM**  
**CITY HALL - 8TH FL CONFERENCE ROOM**  
**100 NORTH ANDREWS**  
**FORT LAUDERDALE, FL 33301**

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|-------|--|---|
| I.    | Call to Order/Roll Call<br>Quorum  | Anna MacDiarmid<br>BID Chair  |
| II.   | Approval of Meeting Minutes <ul style="list-style-type: none"><li>• Regular Meeting May 10, 2021</li><li>• Rescheduled Regular Meeting June 21, 2021</li></ul>   | Anna MacDiarmid<br>BID Chair  |
| III.  | Breakers Avenue Update<br>Legal Opinion - City Attorney Memo No. 21-093  | Clarence Woods<br>CRA Manager   |
| IV.   | BID Rebranding Strategy Plan   | Tasha Cunningham<br>BID Manager<br>and<br>Ari Glassman<br>Website Manager |
| V.    | Discussion and Recommendation of<br>BID Budget Fiscal Year 2022  | Cija Omengebar<br>CRA Planner   |
| VI.   | BID Manager Update <ul style="list-style-type: none"><li>• Co-op Promotional Campaign Update</li><li>• BID Applications – Potential Applicants</li></ul>   | Tasha Cunningham<br>BID Manager   |
| VII.  | Communications to the City Commission  | Anna MacDiarmid<br>BID Chair  |
| VIII. | Old/New Business <ul style="list-style-type: none"><li>• Staffing Transition</li><li>• Holiday Display Preference Update</li><li>• Lifeguard Towers Enhancement Update</li><li>• Las Olas Marina Detour Plan Update</li><li>• August Meeting Agenda Item Recommendations<ol style="list-style-type: none"><li>1. South Beach Lot Project Update</li><li>2. BID Funding Applications</li><li>3. Tortuga Festival Update</li></ol></li></ul> | Cija Omengebar<br>CRA Planner   |
| IX.   | Adjournment  | Anna MacDiarmid<br>BID Chair  |

THE NEXT REGULAR BID **MEETING** WILL BE HELD, **3:30 PM MONDAY – AUGUST 9, 2021**

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**Purpose:**

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

**Note:**

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will 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. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.

**I. Call to Order/Roll Call  
Quorum**

**Ana MacDiarmid  
BID Chair**

**II. Approval of Meeting Minutes**

**Anna McDiarmid**

- **May 10, 2021 Regular**
- **June 21, 2021 Rescheduled Regular**

**BID Chair**

**DRAFT**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**REGULAR VIRTUAL MEETING**

**May 10, 2021, 3:30 P.M.**

MEMBERS	September 2020 – August 2021				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	9	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	9	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	A	6	3	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	9	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	7	2	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	4	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	8	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	8	1	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	A	3	1	0	0

## **Staff**

Cija Omengebar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Mauricio Baquero, Moderator  
Crysta Parkinson, Prototype, Inc.

## **Guests**

Ina Lee  
Arianne Glassman

### **I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

### **II. Approval of Meeting Minutes**

- **Regular Meeting – April 12, 2021**

**Motion** made by Mr. Hughes, seconded by Mr. Fleming, to approve the minutes of the April 12, 2021 Regular Meeting. In a voice vote, the **motion** passed unanimously.

### **III. Discussion and Recommendation of BID Budget Priorities**

Chair MacDiarmid stated the budget discussion would be moved to June or July because information was not available.

### **IV. My Fort Lauderdale Beach Website Management Report**

Chair MacDiarmid explained Arianne Glassman, rAv Communication, was a longtime contractor for the BID and asked her to outline her role and provide a report.

Ms. Glassman provided a brief overview of the roles and responsibilities of the contract she has with the BID, including the website, marketing strategies, and communication.

Ms. Glassman discussed website visits, target audience, and search rankings. She explained the website had 132,812 unique visits in 2019, up 21 percent from 2018 and 156,756 sessions in 2019, up 10 percent from 2018. She showed the key audiences and referral searches, noting Facebook was the number one (1) referral source.

Continuing, Ms. Glassman shared a promotion in partnership with Pay by Phone and reviewed the blog and event calendar. She discussed the email opt-in and social media interactions.

Chair MacDiarmid asked for clarification regarding the parking locations included on the map. Ms. Glassman stated hotel parking was not included but could be added.

Discussion ensued regarding how the event calendar was being updated.

Ms. Glassman talked about efforts to increase visits and interaction, including video content, annual sweepstakes, and series. She shared images from campaigns and discussed local print content.

Mr. Yaari commended Ms. Glassman on her efforts. He stated he had been on the beach for 31 years, and Ms. Glassman is 100 percent emerged and devoted to the beach. He asserted that other contractors that work with the BID need have the same interest.

Mr. Hughes echoed Mr. Yaari's comments about being authentic in the interests of the beach community. He stated asks Ms. Glassman all the time when she sleeps.

## **V. Discussion and Recommendation of BID Logo**

Tasha Cunningham, BID Manager, shared a brief presentation on the BID brand identity and recommendations to rebrand. She explained the national campaign in partnership with the CVB was an opportunity to create a new narrative post-pandemic. She showed the previous iterations of the logo.

Ms. Cunningham discussed the intention of a new narrative for Fort Lauderdale Beach, to create vibrant, fresh content that strengthens positive perceptions and shared four (4) new brand identity options.

Mr. Hughes asked if revision of the options was possible. Ms. Cunningham stated that it was an option to offer changes.

Discussion ensued regarding the options and the colors included.

## **VI. BID Manager Update**

### **• Co-Op Promotional Campaign Update**

Ms. Cunningham discussed goals and objectives for the promotional campaign partnership with the CVB, including:

- Introduce a fun, versatile brand that works for both a travel destination and the government entity responsible for marketing it.
- Create a new narrative for the BID and My Fort Lauderdale Beach and tell the story of how the organization works to make Fort Lauderdale Beach a world-class leisure destination for residents and visitors alike.
- Showcase BID businesses, adventurous leisure activities, history, restaurants, hotels, and the unique, atmosphere that Fort Lauderdale Beach offers.

- Make the website Americans with Disabilities Act (ADA) compliant.
- Grow Instagram following by 40 percent.

Ms. Cunningham reviewed plans for the Conde Nast Traveler campaign, explaining filming for the video segment would begin at the end of May. She stated the video would focus on the host, Chef Paula, spending a day in the BID, starting with breakfast and ending with a beautiful beachside dinner. She discussed the activities planned.

Ms. Cunningham discussed the New York Times Great Getaways Newsletter campaign, which is set to publish June 7 and August 10 to an estimated 145,000 subscribers per deploy. She noted that the photo would be updated to include iconic BID businesses.

Ms. Namour asked for clarification regarding where the advertisement would lead readers who clicked through.

Ms. Cunningham stated it would take readers to a landing page for tracking purposes, then lead them into the BID website.

Ms. Cunningham explained World Red Eye had been replaced by Audacy in the plan. She stated Audacy would be developing two (2) videos on the best places to stay and dine on Fort Lauderdale Beach starting later in May.

Ms. Cunningham discussed the media relations plan associated with the campaign in order to capitalize on buzz from the effort. She outlined plans through the Afar Network, including digital and social media, and discussed the promotional items planned. Ms. Cunningham reviewed the next steps.

Chair MacDiarmid asked if there was any additional comment on the logo options.

Ina Lee stated that it was critically important that the logo clearly shows what it is representing. She agreed with Mr. Hughes' previous comment that the identity was the beach, and the beach should be included in the logo. She noted major events coming up at Memorial Day and Independence Day were an opportunity to launch the campaign and get the BID name all over it.

Ms. Lee commended the BID for funding the air show, noting the beach was packed, and it was a family event that made people happy.

Ms. Glassman stated that rebranding doesn't take place in 15 minutes and expressed concern that the logo was not being given time to evolve through Board input. She asserted it was not being given enough attention.

Ms. Cunningham responded that staff had been working behind the scenes with the CVB and Aqua for weeks and the process was not rushed.

Chair MacDiarmid thanked everyone for their input, and stated that even in her own business, she doesn't get involved in the behind-the-scenes discussions until there are a few options to choose from.

Mr. Hughes stated the logo was brand focused and advanced the brand by using the vibrant colors that represent the beach.

Ms. Glassman added that the BID owned the domains associated with the change due to discussion a few years ago, including ftlbeach.com.

**Motion** made by Mr. Hughes, seconded by Ms. Johnson, to approve concept C, with different versions of concept C to come back before the Board at the next opportunity. In a voice vote, the **motion** passed unanimously.

Ms. Cunningham stated she would have her team create options and she would email them to the Board members.

Ms. Omengebar explained how to respond to the emails without violating Sunshine Laws.

- **Miscellaneous Report**

Not addressed.

## **VII. Spring Break Recap – Discussion and Business Experiences**

Mr. Yaari stated this had been the best Spring Break in decades. He provided a brief history of Spring Break on Fort Lauderdale Beach, and noted the visitors had been spread out over time due to COVID-19. He commented on concerns in other communities and noted that the major issues had not carried over due to the responsible proactive work of the area businesses.

Continuing, Mr. Yaari asserted that the BID should start planning ahead to have entertainment during Spring Break to create something great that makes people come again and again.

Chair MacDiarmid agreed that Spring Break had gone well this year and noted that discussion regarding next year's events should be added to the agenda at least seven (7) months ahead of time.

Mr. Hughes stated that Mr. Yaari's businesses had barriers up which set expectations and set the tone. He added that everyone came together for clean beaches, clean streets, and a positive Spring Break.

## **VIII. Communications to the City Commission**

None.

**IX. Old/New Business**

• **Legal Opinion Update**

Ms. Omengebar stated there was not yet an update on the requested legal opinion regarding funding for the Breakers Avenue project

• **Reschedule June 14 Meeting**

Ms. Omengebar informed the Board she would not be available for the June 14 meeting, and shared alternate date options. By consensus, the Board agreed to meet on Monday, June 21.

• **June Meeting Agenda Item Recommendations**

Ms. Omengebar noted the Love is in the Air post-event presentation would be included at the June meeting. She requested any other input.

Mr. Hughes asked that the Park Rangers be brought back to discuss the vagrancy issue in Las Olas Park, as it did not seem to be being addressed.

Ms. Omengebar provided an update on a question Mr. Hughes had asked at the April meeting. She stated she had spoken with a representative of the Police Department lack of masks while doing Spring Break patrols and was told that because the statewide mask mandate did not require masks outside, officers would only wear a mask outside if they were interacting with someone directly.

**X. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:46 p.m. The next Regular Meeting of the BID is scheduled for June 21, 2021 at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

BID Manager Update *PowerPoint* presentation

My Fort Lauderdale Beach Website Management Report *PowerPoint* presentation

**DRAFT**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
REGULAR MEETING**

**Monday, June 21, 2021, 9:30 A.M.  
CITY HALL, 8<sup>th</sup> Floor Conference Room  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301**

<b>MEMBERS</b>	<b>September 2020 – August 2021</b>				
		<b>REGULAR MTGS</b>		<b>SPECIAL MTGS</b>	
		<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	10	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	10	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	A	6	4	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	9	1	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	A	7	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	5	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	9	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	A	8	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	A	3	2	0	0

**Staff**

Cija Omengabar, CRA Planner  
Clarence Woods, Northwest CRA Manager  
Tasha Cunningham, BID Manager  
Jamie Opperlee, Prototype, Inc.

**Guests**

Keith Willard, Keith Willard Events, LLC  
Kurt Stang, Miami Christmas Lights  
Arianne Glassman, rAV Communications

**I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 9:37 a.m. by Chair MacDiarmid. It was noted that a quorum was not present.

**II. Approval of Meeting Minutes**

- **Regular Meeting – May 10, 2021**

Due to lack of quorum, the May minutes were tabled to the July meeting.

**III. Discussion and Selection, Holiday Display Options**

Chair MacDiarmid briefly reviewed the objectives of the BID.

Kurt Stang of Miami Christmas Lights presented options for the holiday display in Las Olas Park, including variations on a snowman for visitors to take selfies with.

Chair MacDiarmid asked if it was possible to add a QR code.

Mr. Stang shared past experience with adding a hashtag to the display and noted it was taken off because it was busy. Discussion ensued regarding possible placement of a QR code on the display.

Mr. Hughes asked that the Fort Lauderdale signage not be off to the side so that it would get into photos. He suggested using QR codes in the future to bring Olas to life with a video and possibly augmented reality.

Ms. Cunningham stated that her staff could put together a video and QR code.

Arianne Glassman, rAV Communication, provided a brief background on the Olas the Snowman project, stating Aiton Yaari had funded the original project and it had later been taken over by the City.

Discussion ensued on integrating the BID colors into the display. Mr. Stang agreed to bring ideas back at the next meeting.

#### **IV. Post Event Presentation – Love is in the Air Valentine’s Affair**

Keith Willard, President, Keith Willard Events, LLC presented a post-event *PowerPoint* on the Love is in the Air Valentine’s Affair in February. He shared images of some of the advertising and displays that were a part of the event and noted that for many sponsors, it was the first chance to get their product or service in front of consumers in the past year.

Mr. Willard discussed the two (2) couples that had gotten married at the event, entertainment, and the COVID-19 safety protocols. He stated more than 350 people had attended (not including vendors) and noted this had exceeded the goals set by the event organizers. Mr. Willard reviewed the budget, including the BID donation and contribution by Keith Willard Events, LLC.

Chair MacDiarmid stated she had not been able to attend, but her team told her the event had gone well.

Mr. Woods asked how about the logistics of the on-site weddings.

Mr. Willard explained the process briefly. He discussed the two (2) night honeymoon package that Ms. Glassman had put together to encourage visitors to patronize the hotels and other local businesses.

#### **V. BID Manager Update**

- **Co-Op Promotional Campaign Update**

Ms. Cunningham gave a brief *PowerPoint* presentation on the ongoing promotional campaign partnership with the CVB. She outlined the current timeline, noting there may be revisions to the dates.

Ms. Cunningham played the long-form video for review by the Committee.

Ms. Cunningham noted that the Hotel Villa Venezia was in the video for about one (1) second and discussed the conversations which had led to a decision to allow the CVB to leave the footage in the video. She pointed out that the shorter videos created for social media exclusively showcased BID businesses.

Ms. Cunningham played the 30 second and 15 second videos. She explained ongoing discussion regarding rights to use the videos and B-roll from the videos for future uses.

The Committee provided positive feedback on the videos and logo.

#### **VI. Communications to the City Commission**

None.

## **VII. Old/New Business**

### **• July Meeting Agenda Item Recommendations**

Ms. Omengebar shared items planned for the July meeting agenda, including a review of the Fiscal Year 2022 budget, Fort Lauderdale Beach Park infrastructure project update, and event grant applications from Tortuga Music Festival and RipTide Festival. She stated that Tortuga had cancelled in 2021 and a new date was set for November, but the organizers would be providing an update. She noted that Ms. Cunningham was working with RipTide Festival regarding their request.

Mr. Fleming asked if the dates for RipTide were confirmed. He noted that the first two (2) weeks of December were slow. He stated the last event was held during a traditionally already busy week.

Mr. Hughes asked if the international volleyball tournament was coming back.

Ms. Glassman noted the Senior Olympics was coming.

Mr. Fleming stated he had heard the volleyball tournament was having funding issues which were impacting planning.

Ms. Omengebar explained that she would send out the budget prior to the next meeting so that members had time to review.

Chair MacDiarmid asked if there was an update on the Breakers Avenue project.

Ms. Omengebar stated that there was still no update on the pending legal review of the BID contributing funds to the project.

Mr. Hughes asked if it was within the purview of the BID to discuss an update on the Suntex Marina project next to the parking garage. He stated it was going to be a more than two (2) year project that would close off parts of the beach.

Ms. Glassman shared details of road closures.

Ms. Omengebar responded that she would speak with involved staff members and report back as applicable.

Ms. Glassman shared a mid-project update on the Las Olas Oceanside Park activation. She stated that the BID contribution had been reduced to \$107,500 and less had been spent. She discussed replacement of BID funding for Family Fit Day with sponsorship.

Continuing, Ms. Glassman stated funding for wayfinding banners had been removed from the budget because the Parks and Recreation Department did not want banners put up around the new parks. She reviewed additional changes and challenges, including difficulty finding theater groups and too much heat coming off the artificial turf to do

programming in those areas. She discussed a proposal to do movie nights once monthly in July, August, and September to bring people into the parks.

Ms. Glassman shared that the City Parks and Recreation Department had been asked to contribute funds to the Fourth of July event. She stated that CNN would be filming live at the Beach Boys concert and fireworks and discussed closure of the festival street for the full weekend.

Mr. Hughes asked for clarification on the location of the stage for the Beach Boys concert and associated road closures.

Ms. Glassman explained the Beach Boys would be performing on July 4 near the Courtyard, and A1A would not be closed, only the festival street. She stated between 20,000 and 30,000 people were anticipated. She noted all other activities would be at Las Olas Oceanside Park.

Discussion ensued regarding tying small events together with larger to make the small events more successful.

Ms. Glassman stated that because of the support of the BID, they had been able to bring art to the beach more. She stated the efforts had come to the attention of the Art in Public Places Board and they were interested in putting some of the pieces on the beach. She provided additional details on the art and shared images.

Mr. Fleming asked if events were working with water taxi to offer reduced rates to try to do something about the increased traffic.

Ms. Glassman stated that they work with most events and have been very active with the City recently. She acknowledged a major problem with the cost of parking, especially with the hassle to get to the garage. She noted issues with the tram and its hours.

Mr. Hughes asked if the Halloween market would be coming back in 2021.

Ms. Glassman responded that it would, and shared details of a proposed holiday market. She noted that Christmas Eve and New Years Eve both fall on Fridays, and planning was ongoing to do Friday Night Soundwaves events. She stated an 11-piece Frank Sinatra band was reserved for Christmas Eve.

Mr. Woods asked for clarification the turf replacement at Las Olas Oceanside Park.

Ms. Glassman explained the issues with the turf briefly and stated the replacement would be the same material with a gel under liner to keep it cool, and the addition of drainage.

Chair MacDiarmid stated that it was time to take down the mask and social distancing banners on the beach. She asked the Committee to consider if there was other messaging they wanted to replace it with.

Chair MacDiarmid stated the bus shelters were a mess, with trash and outdated maps. She noted she had reached out to City staff.

Discussion ensued regarding trash pickup on the beach, especially on weekends.

Ms. Glassman stated that the trash collection contract was being rebid, and that there were three (3) pickups on weekends.

Mr. Hughes responded that there was overflowing trash from about 4 p.m. on Saturdays.

Chair MacDiarmid stated she would also like to bring back the discussion on something to enhance the lifeguard stands.

Ms. Glassman responded that the Art in Public Places Board had under their purview the lifeguard stand designs which were created.

Ms. Omengabar agreed to research both issues and report back.

### **VIII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 10:45 a.m. The next Regular Meeting of the BID is scheduled for July 12, 2021 at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

#### **Attachments:**

BID Manager Update *PowerPoint* presentation

Post-Event Love is in the Air Valentine's Affair *PowerPoint* presentation

**III. Breakers Avenue Update  
Legal Opinion**

**Clarence Woods  
CRA Manager**


- **City Attorney Memo No. 21-093**



**Memorandum No: 21-093**

**City Attorney's Office**

**To:** Christopher J. Lagerbloom, City Manager

**From:** Alain E. Boileau, City Attorney 

**Date:** June 25, 2021

**RE:** **Expenditure of Beach Business Improvement District (BID) Annual Assessment Funds**

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I have been asked to opine whether funds from the Annual Beach Business Improvement Assessment can be used for physical improvements to and upon Breakers Avenue, as well as whether said funds can be used for marketing, promotion, events, and advocacy outside and beyond the defined Beach Business Improvement Area.

Based upon an analysis of Ordinance No. C-06-34 (Beach Business Improvement Assessment Ordinance), Resolution No. 06-207 (Initial Assessment Resolution), Resolution No. 07-26 (Final Assessment Resolution), Resolution No. 07-142 (Preliminary Rate Resolution), Resolution No. 07-162 (Annual Rate Resolution), the Feasibility Study, Analysis, Business Plan, and Recommendations conducted by Carras Community Investment, Inc., the Assessment Report prepared by Harry C. Newstreet & Associates, and the surveys prepared at my request by the City Surveyor, it is my opinion that funds from the Annual Beach Business Improvement Assessment can be used for maintenance, capital improvements, beautification, construction, and reconstruction only to the extent that such improvements are contained within the boundaries of the Improvement District Area. Breakers Avenue is not included within the defined Improvement District Area. However, other permitted activities and services, such as marketing, promotion, advocacy, and events, which do not inherently or exclusively occur within a geographical boundary, can occur outside the boundaries of the Improvement District Area so long as such activities and services confer a special and direct benefit to the Assessed Properties and the Beach Business Improvement Area, as contemplated and specifically provided for in Ordinance No. C-06-34.

More specifically, the Beach Business Improvement Assessments, and all declarations of special benefit, methods of apportionment and Maximum Rate of Assessment contained in the City's legislative documents creating the BID were

expressly based upon the Feasibility Study, Analysis, Business Plan, and Recommendations conducted by Carras Community Investment, Inc. (“Carras Report”). The Carras Report recognizes at the outset that a BID “is a key funding mechanism needed in the area to generate additional economic activity, increase business development, enhance services and maintenance and **improve the physical appearance of the area.**” (emphasis added). The Carras Report identifies the then-current needs of the district as follows:

In order to enhance Fort Lauderdale Beach’s assets, **the physical appearance must be improved**, branding and imaging must be developed and security must be enhanced. Currently, the beach is challenged with the following conditions:

- **Poor overall appearance of public spaces**
- **Limited streetscape landscaping and beautification**
- **Inadequate maintenance of the wave wall**
- **Insufficient signage and branding identification**
- Minimal marketing of the area
- **Low level of security and public protection**

(emphasis added). Most of the identified needs of the proposed BID prior to its creation focused upon the need for physical improvements within the proposed boundaries of the BID. Notably, the Carras Report identifies the proposed BID’s need for services as follows:

The Fort Lauderdale Beach Business Improvement District (BID) would provide enhanced services **within the defined boundaries** that would include, but not be limited to, offering additional security, safety, maintenance, beautification, marketing, promotion and advocacy within the district. Possible improvements include:

### **Beautification**

**One of the primary purposes of the BID will be to improve the physical appearance of the beach.** Possible activities could include:

- Enhancing the beach’s identity
- **Maintaining wave wall and other distinct landmarks**
- **Improving landscaping and signage**
- **Providing additional sidewalks cleaning and trash removal**
- Implementing goodwill ambassadors to greet/direct tourists

### Marketing/Promotion

The BID could also play a role in marketing the businesses in the district and promoting the beach as a premiere resort destination by:

- Creating a marketing strategy that targets Fort Lauderdale Beach
- Developing an interactive website to promote local businesses
- Establishing special events
- Purchasing holiday décor

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### Capital Improvements

Several expansive improvements have been proposed *in the district*, but there is no dedicated revenue stream available to fund the projects. As a result, the BID could assist in completing capital improvement projects such as *landscaping, pedestrian crossings, roadway development and sidewalk enhancements*.

### Advocacy

While there are several organizations already in place to advocate for the beachside community (the Fort Lauderdale Beach CRA, the Beach Council, etc.), the BID could serve as an additional lobbying interest for business needs.

The specific programs offered by the BID would be amended on an annual basis to satisfy the particular needs of those located in the district at that time. However, it is recommended that within the first year the BID prioritize its activities to address the area's most critical issue: *the physical appearance*.

(emphasis added). The report further opines that “[i]mplementing these programs would significantly improve the physical appearance of *the street*, encourage tourism along the beach, and discourage unwanted activities.” (emphasis added). As illustrated above, at its inception, the referenced capital improvements and other physical construction, reconstruction, and beautification, were contained and limited within the boundaries of the proposed BID, including the reference to a singular street, A1A (as ultimately identified in the legislative documents). However, permitted services and programs, such as “advocacy,” “[c]reating a marketing strategy,” “[e]stablishing special events,” and “[d]eveloping an interactive website,” would not logically and inherently be limited to the strict geographical confines of the defined district.

The Carras Report identifies the intended boundaries of the BID. Specifically, it recognizes that "most of the properties within the proposed Business Improvement District are contiguous along A1A," and then characterizes and delineates the BID "boundaries" as follows:

***The proposed BID begins with the properties facing both sides of Holiday Drive and continues along S. Fort Lauderdale Beach Boulevard encompassing all of the properties bordering the roadway to Sunrise. Only commercial properties found within these bounds will be assessed.***

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The "Service Area" includes ***all properties along both sides of A1A (also known as Seabreeze Boulevard and South Fort Lauderdale Beach Boulevard)*** and has the following boundaries:

On the North, the Service Area is bounded by the northernmost part of Sunrise Boulevard, including sidewalks.

On the South, the Service Area is bounded on the east by the southernmost portion of the Best Western Oceanside Inn and on the west by the properties adjacent to the southern side of Harbor Drive.

On the East, the Service Area is bounded north of SE 5th Street by the easternmost part of A1A, including sidewalks, and to the south of SE 5th Street, the Service Area includes the South Beach Municipal Lot and the extents of the properties along A1A to Holiday Drive.

On the West, the Service Area includes all properties adjacent to both sides of A1A.

(emphasis added). Based upon the Carras Report and its findings, on October 3, 2006, Ordinance No. C-06-34 was enacted in order to: "(1) provide procedures and standards for the imposition of Beach Business Improvement Assessments under the general home rule powers of a municipality to impose special assessments; (2) authorize a procedure for the funding of Beach Business Improvement services, facilities, or programs providing special benefits to property within the City; and (3) legislatively determine the special benefit provided to Assessed Property from the provision of the Beach Business Improvement services." The assessment at issue is a non-ad valorem assessment within the meaning and intent of the Uniform Assessment Collection Act.

The title of the Ordinance expressly refers to “the provision of services and improvements **throughout certain portions of the beach area bordering the east and west side of A1A from Holiday Drive to Sunrise Boulevard.**” (emphasis added). The only definition or description of the services and improvement area contained in the Ordinance is in the foregoing title. As stated in the Ordinance, the beach improvement services, facilities, and programs provide a special benefit to “business property located within the beach area that is used for commercial purposes” which are based upon some legislative determinations, specifically, “beach business improvement services possess a logical relationship to the use and enjoyment of improved property by: (1) producing a clean, safe and more attractive business environment; (2) increasing the number of visitors; (3) increasing commerce and investment; [and] (4) increasing commercial property values.”

The term “Beach Business Improvement Assessed Costs” permitted to fund the BID “services, facilities, or programs” that provide a “special benefit” to the assessed properties, is expressly stated as necessarily, but not be limited to, the following (in relevant part):

- (A) the cost of all security, safety, beautification, maintenance, marketing, promotion and advocacy **within the district**,

\*\*\*

- (C) the costs of all labor, materials, machinery, and equipment;
- (D) the cost of fuel, parts, supplies, maintenance, repairs, and utilities;

\*\*\*

- (F) the cost of physical construction, reconstruction or completion of any required facility or improvement;

\*\*\*

- (I) the cost of uniforms, training, travel, and per diem;
- (J) the cost of construction plans and specifications, surveys, and estimates of costs;
- (K) the cost of engineering, financial, legal, and other professional services;

\*\*\*

- (N) all other costs and expenses necessary or incidental to the acquisition, provision, or construction of Beach Business Improvement services, facilities, or programs . . .

Similarly, the title of Resolution No. 06-207 (Initial Assessment Resolution), states “provision of services, facilities and programs **in certain portions of the beach area** . . .” (emphasis added).<sup>1</sup> Resolution No. 06-207 also defines Beach Business Improvement Assessed Costs for the funding of “all or any portion of the cost of the provision of services, facilities and/or programs **in the Improvement District Area** as more particularly defined in the Ordinance as detailed in Appendix F attached hereto and made a part hereof.” (emphasis added); see also Resolution No. 07-142 (Preliminary Rate Resolution). Resolution No. 06-207 defines the Improvement District Area as “all Assessed Property and **all property that may be improved** for a public purpose **with the funds collected** through the Beach Business Improvement Assessment as depicted on Appendix B attached hereto and made a part thereof.”(emphasis added).<sup>2</sup> However, again, permitted services and programs, such as “marketing,” “promotion,” “advocacy,” “training,” and “travel” would not logically and inherently be limited to the strict geographical confines of the defined district.

The Initial Assessment Resolution, No. 06-207 expressly mandates that “[u]pon the imposition of a Beach Business Improvement Assessment for services, facilities, or programs against Assessed Property located within the City, the **City shall provide** services, facilities or programs **in the Improvement District Area** above and beyond any services, facilities and programs the City may currently be providing as more particularly described in Appendix C attached hereto and made a part hereof.” (emphasis added); see also Resolution No. 07-142 (Preliminary Rate Resolution). Appendix C, which describes “Baseline and Proposed BID Services,” is illustrative of the intent regarding maintenance **within** the Improvement District Area (as well as the original intent of BID), by including: (1) hand-picking and machine-screening sand from the highwater mark to the wall; (2) sweeping of gateway steps; (3) removing sand from beach showers; (4) pressure washing, debris sweeping, and hand-picking debris from sidewalks East and West of A1A; (5) hand-picking medians; (6) emptying and cleaning trash receptacles located on the sidewalks and on the sand; and (7) hand-picking and

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<sup>1</sup> The language “provision of Beach Business Improvement Services in the Improvement District Area” or “in certain portions of” is also contained in Resolution No. 07-26 (Final Assessment Resolution), Resolution No. 07-142 (Preliminary Rate Resolution), and Resolution 07-162.

<sup>2</sup> The referenced Appendix B is an illegible map, the original of which has not been located. A better copy from another instrument was located and provides slightly more clarity, but only depicts a very general area, including the beach. Notwithstanding, the City Surveyor surveyed and verified the boundaries of the district as not including Breakers Avenue.

machine sweeping debris from the A1A road surface. This intent is further illustrated by the direction provided with regard to the application of the assessment proceeds, to wit – “[p]roceeds derived by the City from the Beach Business Improvement Assessments will be utilized for the provision of beach business improvement services, facilities and programs as shown on Appendix C . . . [i]n the event there is any fund balance remaining at the end of the Fiscal Year, such balance shall be carried forward and used only to fund beach business improvement services, facilities, and programs.” (emphasis added).

The assessment resolutions were based upon a report prepared by Harry C. Newstreet & Associates, estimating the fair and equitable assessment to be imposed on the benefitting property owners. The Newstreet Report provides that the “general boundaries” of the Beach Improvement District “include the ***area south of Sunrise Boulevard, north of Harbor Drive, east of the easternmost portion of State Road A1A and the South Beach Municipal Lot and on the west by those properties fronting on State Road A1A.***” (emphasis added). Again, the foregoing boundary does not include Breakers Avenue. The Report further elaborates that:

The Fort Lauderdale Beach Improvement District will enhance the properties identified in the assessment roll along the following dimensions:

- Encourage economic development by assisting in business attraction and retention
- Promote local businesses and destinations including hotels, shops, restaurants and cultural amenities
- Generate increased economic activity within the district
- Create a clean, safe environment for workers, residents, and visitors
- Improve quality of life within the region
- Establish Fort Lauderdale Beach as a premiere resort destination
- Increase tourism in the area
- Expand business revenue and increase economic growth
- ***Enhancing the physical appearance and increase the attractiveness of the district***
- ***Develop pedestrian friendly sidewalks***
- Create a unique sense of place for visitors to enjoy
- Improve the overall image of the beach

As suggested and illustrated by the quoted language above from the resolutions creating and imposing the assessment, physical improvements were contemplated and articulated as occurring within the District. Notwithstanding, as previously stated, other permitted activities and services, such as marketing, promotion, advocacy, and events,

which do not inherently or exclusively occur within a geographical boundary, can occur outside the boundaries of the Improvement District Area so long as such activities and services confer a special and direct benefit to the Assessed Properties and the Beach Business Improvement Area, as contemplated and specifically provided for in Ordinance No. C-06-34.

cc: John Herbst, City Auditor  
Jeff A. Modarelli, City Clerk  
Tarlesha W. Smith, Asst. City Manager  
Greg Chavarria, Asst. City Manager  
Lynn Solomon, Asst. City Attorney

**IV. BID Rebranding Strategy Plan** **Tasha Cunningham**  
**BID Manager**  
**and**  
**Ari Glassman**  
**President**  
**rAv Communications**

# Beach Business Improvement District (BID) Rebranding Strategy Plan

*July 12, 2021*

*Presented By*



# Today's Discussion Topics

## ① BID Rebranding Strategy Plan

- Overview
- Goals and Objectives
- Key Target Audiences
- Strategies and Tactics
- Measurement and Evaluation
- Special Considerations
- Implementation Plan
- Budget

## ② Questions & Answers



1

*BID Rebranding and Strategy Plan*

**ftibeach**

Discover. Stay. Dine. Play.

# Rebranding Goals and Objectives

- The Beach Business Improvement District (BID) rebranding effort is designed to achieve **three strategic goals**:
  1. Build upon the launch of the Visit Lauderdale co-op campaign and create a strong brand platform for the destination centered about what makes Fort Lauderdale Beach different from other destinations.
  2. Unify BID businesses and partner to make them advocates for the new Fort Lauderdale Beach brand.
  3. Develop a robust digital strategy to promote Fort Lauderdale Beach, and partner with local, regional, national and international organizations to leverage resources.



Visit Lauderdale is the official tourism marketing agency for Broward County, tasked with promoting the 31 municipalities located within the county. While our branding and marketing efforts will align with those of Visit Lauderdale and we will work with them cooperatively to leverage resources, we will be focusing exclusively on the businesses in the BID and promoting Fort Lauderdale Beach as a destination.



# Where Are We Now?

- The COVID-19 pandemic has resulted in \$645 billion in cumulative losses for the U.S. travel economy through May 2021.
- A new record high -- more than two-thirds of American adults are now comfortable returning to their normal routine and 62% feel comfortable taking a vacation.
- Business travel sentiment continues to improve, as 55% of U.S. companies that are not currently traveling plan to resume domestic business travel within the next three months.
- According to a June 2021 article in the *New York Times*, students on spring break had long been part of the city's image, but residents seeking luxury accommodations are moving in at a rapid rate.
- It's time for the BID to capitalize on these trends with a new brand narrative for Fort Lauderdale Beach, moving from a long-held perception of the area as a haven for spring breakers to a new narrative positioning the beach as a world-class travel destination.



# Who Are We Marketing FTLBeach To Now?

## Key Target Audiences:

- Baby Boomers: Born 1946-1964 (55-73 years old)
- Generation X: Born 1965-1980 (39-54 years old)
- Millennials: Born 1981-1996 (23-38 years old)

## 2021 Travel Habits of Key Target Audiences:

- 40% of millennials planning to take a trip with friends within the next year.
- 35% of millennials stay in upscale and luxury resorts and hotels.
- Baby boomers spend a whopping \$157 billion on trips every year.
- Gen Xers allocate 13% of their budget to tours/attractions.
- Gen X spent an average of \$2,628 on summer vacations.
- 42% of millennials, 51% of Gen Xers, and 51% of boomers expect to visit only domestic destinations in 2021.
- 83% of millennials said they prefer all-inclusive and other worry-free vacations, while 57% of baby boomers travel to visit family and friends.



Capitalize on the opportunity to mean something in the minds of travelers across all ages.



# Key Target Audience Drill Down

- South Florida residents in the tri-county area – Miami-Dade, Broward and Palm Beach counties who, as the price of travel rises post-pandemic, will be looking for “staycation” opportunities, including Baby Boomers, Gen-X and Millennials.
- Businesses in the BID who can become engaged advocates for the new “Discover FTLBeach” brand.
- Stakeholder organizations like the Greater Fort Lauderdale Chamber of Commerce, Visit Lauderdale and other partners.
- Fort Lauderdale Beach residents, who live and work here. They have the potential to patronize businesses and activities in the BID as a leisure option, instead of leaving the area to visit a nearby city or county. In addition, because they are located on the beach, they don’t have any barriers to travel such as cost, time off work and other considerations.



A good portion of Fort Lauderdale residents are local empty nesters who’ve sold their homes and are now fulfilling their dream of living on the beach, according to the *New York Times*.



# *A Brand-New Narrative for Fort Lauderdale Beach*

- Builds from the Visit Lauderdale co-op campaign by launching the “Discover FTLBeach” campaign showcases what’s makes Fort Lauderdale Beach different – the wide-open spaces, iconic beaches, exciting leisure options, and beautiful sunshine.
- Aligns with the theme of the recently launched Visit Lauderdale campaign, and the creative that was produced as part of it can be repurposed for BID promotional use going forward.
- Creates vibrant, engaging image of FTLBeach that resonates with a diverse group of travelers and residents alike.
- Creates the opportunity to develop fresh content that will drive measured action such as booking a stay, making a restaurant reservation or visiting the website to learn more.
- Strengthens positive perceptions of Fort Lauderdale Beach, and protects the brand through trademarking of all assets, including logo. The current logo is not trademarked.



# *“Discover FTLBeach” Campaign Goals*

- The campaign is designed to achieve **five** main goals:
  1. Use the Visit Lauderdale co-op campaign as a platform to introduce a fun, versatile brand that works for both a tourist destination, and the government entity responsible for marketing it.
  2. Create a new narrative for both the destination and the BID by telling the story of how the organization works every day to make Fort Lauderdale Beach a world-class travel destination.
  3. Showcase BID businesses, adventurous leisure activities, history, restaurants, hotels and the unique, exciting atmosphere that Fort Lauderdale Beach offers.
  4. Improve social media following and engagement, particularly as it relates to Instagram. Grow current Instagram following by 40% with strategic branded content that is developed and reviewed by BID staff and consultants prior to distribution. This can be achieved by creating and distributing content calendars 30 days in advance so that everyone has input on what is posted, and it aligns with the overall campaign strategy.
  5. Improve the destination’s digital presence by driving more traffic to the website, increasing social media engagement and using out-of-the-box ideas. Right now, BID staff does not review social media or newsletter content prior to distribution.




# Why Improve the Destination's Digital Presence?

- **Meet travelers where they are:** 38% of all adults who expect to travel this summer said they'll use social media or travel site to help plan their trips, including 54% of millennials.
- **Engage with micro and macro social media travel influencers as a brand resource:** 50% of millennials follow at least one travel influencer on social media. Eighty-four percent of those who do follow travel influencers said they've turned to them for recommendations, and 63% said they're engaging with that content, such as posts and reviews, now more than they were before last year's initial lockdowns, indicating that influencers could be an important resource for travel brands looking to lure back all types of consumers. Engage with LGBTQ+, African-American, Hispanic influencers.
- **Macro influencers** are defined as those with followers in the range between 40,000 and 1 million followers on a social network. Macro-influencers generally have a high profile and can be excellent at raising awareness.
- **Micro-influencers** are ordinary everyday people who have become known for their knowledge about a specific niche, like travel. They typically have 1,000 and 40,000 followers on a single social platform. Of course, it is not just the number of followers that indicates a level of influence; it is the relationship and interaction that a micro-influencer has with his or her followers.



# Why Improve the Destination's Digital Presence?




**lauderbabe** Follow

760 posts 15.5k followers 2,992 following

**Explore Fort Lauderdale**  
Digital Creator  
A digital tour guide | @vlsqzd  
Inspired by culture, community, and exploring life in the tropics.  
📍 Fort Lauderdale, FL  
#LAUDERBABA Happy Hour List  
lauderbabe.com

Followed by [fortlauderdaletoday](#), [speakupbroward](#), [lizzsea1363](#) +7 more




**fortlauderdalebeach** Follow

115 posts 7,104 followers 647 following

**Fort Lauderdale Beach**  
Media  
Beach Days  
All photos taken by @fortlauderdalebeach unless noted

Followed by [speakupbroward](#)



**hey\_ciara** Follow

1,012 posts 85.4k followers 2,120 following

**Ciara | Solo Female Travel**  
Blogger  
Quit my job to travel the 🌍 solo  
Houston & Beyond  
Reg girl showing HOW to travel  
Feat: @forbes @cosmopolitan @elleusa  
Heyciara1@gmail.com  
linktr.ee/hey\_ciara



**globetrottergirls** Follow

3,469 posts 19.3k followers 297 following

**GlobetrotterGirls**  
I'm Dani 🇺🇸  
I ❤️: Travel \* Street Art \* Food \* Photography \* Urban Exploration \* Pizza  
📍 Europe for the summer  
My Brooklyn pix @bestof.brooklyn  
[www.kayak.com/news/lgbtq-travel-safety](http://www.kayak.com/news/lgbtq-travel-safety)



# Why Improve the Destination's Digital Presence?

- **Improve Instagram presence:**
  - 60% of millennial travelers on social media are active on Instagram, and 48% of Instagram users use the app to find new travel destinations and places to explore.
  - In addition, 38% of all adults, regardless of age, who expect to travel this summer said they'll use social media to help plan their trips, including 54% of millennials.
  - Currently, most of the Instagram posts on @MyFTLBeach have an average of 11 to 30 likes per post, and just 1,480 followers on the platform. Comparable destinations such as City of St. Petersburg, Daytona Beach, and Miami Beach have an average of 15K to 150K followers.
- **Encourage user-generated content:**
  - When asked how likely they would be to post a photo or video on social media, in a recent survey, 89 percent of people said they would post about a positive travel experience.



# Strategies and Tactics

- Create and distribute “Discover FTLBeach” campaign media kit and distribute quarterly or seasonally in English, Spanish and Portuguese.
- Distribute seasonal event press release in conjunction with the Fort Lauderdale Chamber Beach Council highlighting events happening within the BID each month with enough lead time (60 days) for visitors to register, buy tickets, etc.
- Create a regular social media feature each month called “Discover FTLBeach” and spotlight a new BID business in a unique way i.e., have a chef at a BID hotel make a signature cocktail, which you can get at a discount if you mention “Discover FTLBeach.” These could be recorded ahead of time and edited for distribution each month.
- Brand the monthly “My Fort Lauderdale Beach” newsletter as “Discover FTLBeach” for brand consistency and include a message from the chair or another board member in each edition to connect the BID to the brand.
- Create a “Discover FTLBeach” monthly podcast featuring BID businesses as guests. This can be done as origin content, or through the Florida Podcast Network to limit costs. Audacy, who we are working with on the co-op campaign, can also provide opportunities.



# Strategies and Tactics

- Develop and distribute marketing banners within the BID boundaries by creating “Discover FTLBeach” banners that are strategically placed throughout boundary, featuring the new logo. This is because we are prohibited from placing wayfinding signage on state roadways.
- Create BID business cards, featuring the new logo, for board members and consultants to use when they’re discussing the BID and Fort Lauderdale Beach with others.
- Partner with Clear Channel to develop an affordable package for advertising the beach at Fort Lauderdale Airport. A recent [Nielsen study](#) shows airport advertising offers consumers an excellent opportunity to absorb and respond to brand messaging. According to the study, frequent flyers are highly responsive to airport advertising, with 80% noticing the media and 42% taking action that includes visiting a website, going to a store or learning more about a destination, product or service.
- Explore creating an Augmented Reality (AR) experience that showcases interesting things to discover on Fort Lauderdale Beach. We have everything from mom-and-pop shops to luxury hotels and fine dining that can provide excellent content and could be centered around Olas the Snowman.
- Create and host an annual contest where the winner gets an all expense paid weekend getaway to “Discover FTLBeach” and visit businesses in the BID. Identify partners that help to elevate the contest and secure national earned media.



# Strategies and Tactics

- Develop and distribute marketing banners within the BID boundaries by creating “Discover FTLBeach” banners that are strategically placed throughout boundary, featuring the new logo. This is because we are prohibited from placing wayfinding signage on state roadways.
- Create BID business cards, featuring the new logo, for board members and consultants to use when they’re discussing the BID and Fort Lauderdale Beach with others.
- Partner with Clear Channel to develop an affordable package for advertising the beach at Fort Lauderdale Airport. A recent Nielsen study shows airport advertising offers consumers an excellent opportunity to absorb and respond to brand messaging. According to the study, frequent flyers are highly responsive to airport advertising, with 80% noticing the media and 42% taking action that includes visiting a website, going to a store or learning more about a destination, product or service.
- There is also an opportunity to sublease the Visit Lauderdale billboard exiting Airport on Federal Highway northbound or purchase billboards in that location around seasonal campaigns as needed.
- Leverage co-op opportunities with Visit Lauderdale, Visit Florida, BID businesses and other partners to amplify “Discover FTLBeach” campaign in English, Spanish and Portuguese.



# Strategies and Tactics

- Host an annual awards program called the “Discover FTLBeach Business Awards” to recognize and honor BID businesses in different categories each year. While the chamber does their annual Small Business Awards, and the CVB does a contest, the BID contest would focus on businesses in the travel and leisure space.
- Consider exploring applying for travel and tourism grants from Visit Florida i.e., the Advertising Matching Grant Program and use GrantWatch.com to identify opportunities to seek supplemental funding for marketing activities.
- Consider partnering with a college or university such as FIU, to host a six-month hospitality and tourism program, sponsored by the BID, to help small food and beverage businesses located in the area recover post-pandemic. This concept has worked successfully in business improvement districts throughout the U.S including the Central Avenue Business Improvement District (CBID) in Albany, New York, and the Downtown Innovation District in Central Florida.
- Create marketing materials such as banners, brochures, palm cards, and other promotional items that BID businesses can place in their establishments, such as a hotel lobby, or restaurant bar.
- Create content partnerships with social media influencers, BID businesses and key stakeholders to design promotions that will amplify the destination brand.



# Special Considerations

## ▪ Redesign Website

- Change public-facing URL to – [www.DiscoverFTLBeach.com](http://www.DiscoverFTLBeach.com). This is one-year effort that can be launched by May 2022. In the meantime, we have set up the vanity URL [www.DiscoverFTLBeach.com](http://www.DiscoverFTLBeach.com) to forward to [www.MyFortLauderdaleBeach.com](http://www.MyFortLauderdaleBeach.com). Another option is to create a microsite for [www.DiscoverFTLBeach.com](http://www.DiscoverFTLBeach.com).

## ▪ Trademark the New Logo

- Strengthens positive perceptions of Fort Lauderdale Beach, and protects it through trademarking brand assets, including logo. Again, the current logo is not trademarked.

## ▪ Purchase Promotional Items

- Produce promotional items such as t-shirts, masks, stickers, palm cards, tote bags, branded booth for events, key chains, hand sanitizer. With the rise of the new Delta variant, the BID may need to consider producing masks and hand sanitizer again.

## ▪ Hold BID Grant Applicants Accountable

- Revise BID application to include a marketing review meeting with each event producer to ensure that the BID is receiving maximum exposure for the dollars spent.
- Ensure that the BID logo is prominently featured on signage and through an event space, advertising and promotions, etc. Ask that each applicant provide a sponsorship deck that outlines the benefits each sponsor receives so the BID can take advantage. Most importantly, tie BID funds to measurable outcomes.



# Special Considerations

- **Hold BID Grant Applicants Accountable**
  - Create a Return-on-Investment (ROI) matrix with key metrics that each applicant must present in their post-event presentations to the BID. This will help to quantify what the BID receives for the dollars spent.
- **Work with media, in partnership with Visit Lauderdale, to showcase FTLBeach**
  - Host a familiarization tour for a select group of journalists each winter to showcase FTLBeach and generate media placements about the destination. The BID could partner with Visit Lauderdale to host this.
- **Explore the potential of partnering with Visit Lauderdale to showcase BID businesses in a scripted series, like “Life’s Rewards” on Amazon that was done in St. Petersburg.**
  - Partner with the Broward County Office of Film & Entertainment and Visit Lauderdale to explore the possibility of this aspirational idea for the BID in the next fiscal year. This out-of-the-box idea to promote a tourist destination was used by St. Petersburg and received national media exposure in the trade and mainstream publications.
- Create a strong digital advertising program that features spends for social media ads, print ads and other forms of advertising.



# Special Considerations

- **Work with media, in partnership with Visit Lauderdale, to showcase FTLBeach**
  - Host a familiarization tour for a select group of journalists each winter to showcase FTLBeach and generate media placements about the destination. The BID could partner with Visit Lauderdale to host this.
- **Use grassroots PR and outreach tactics to maximize marketing budget.**
  - Create content partnerships with social media influencers, BID businesses and key stakeholders to design promotions that will amplify the destination brand.
- **Explore the potential of partnering with Visit Lauderdale to showcase BID businesses in a scripted series, like “Life’s Rewards” on Amazon that was done in St. Petersburg.**
  - Partner with the Broward County Office of Film & Entertainment and Visit Lauderdale to explore the possibility of this aspirational idea for the BID in the next fiscal year. This out-of-the-box idea to promote a tourist destination was used by St. Petersburg and received national media exposure in the trade and mainstream publications.





- The hospitality industry was hit hard by the pandemic, and tourist towns are eager to seize on the new willingness to travel. That's put more pressure on destinations to market outside-the-box.
- “Life’s Rewards” aired on Amazon Prime last month. The eight-episode show is based on a charming yet cavalier wealth manager who loses his money and uses travel rewards points to stay at the posh, pink Don Cesar hotel while rebuilding his life.
- Each episode is only eight to 14 minutes long, and was filmed using a local production company, director and actors. The series cost roughly a million dollars to create, with contributions from the City of St. Petersburg and the state of Florida’s tourism arms.
- The production company behind the Florida show said scripted shows are a new genre for travel marketing, and that they’re already in talks to shoot some for other cities in the state.



# How Will We Measure Success?



- **Using key metrics, including, but not limited to:**
  - Social media analytics
  - Website analytics
  - Social media engagement
  - Conversion and click-thru rates
  - Leads generated from contact forms
  - Cost-Per-Acquisition
  - E-mail marketing campaign performance
  - Bounce rates on website
  - Goal Completions Per User
  - Pageviews Per User
  - Session Duration Per User
  - Sessions Per User
  - Transactions Per User
  - Press Clippings
  - Media Impressions
  - Market Surveys



# Proposed Implementation Plan

## ▪ JULY - SEPTEMBER 2021

- BID committee approval of marketing plan.
- Hold marketing workshop to review plan for content production.
- Produce content and items that are approved as part of the marketing workshop including banners, brochures, business cards, palm cards, promotional items, etc.
- Approve content that is produced.
- Begin redesign of new website, while keeping the current website in place and using the vanity URL [DiscoverFTLBeach.com](http://DiscoverFTLBeach.com), that forwards to [MyFortLauderdaleBeach.com](http://MyFortLauderdaleBeach.com) or create microsite for [DiscoverFTLBeach.com](http://DiscoverFTLBeach.com)
- Create social media content calendars that align with the “Discover FTLBeach” campaign, including a change over of @ handles for each platform.
- Explore partnership with Clear Channel and Fort Lauderdale Airport and report findings to BID committee.
- Capture new professional photography, owned by the BID, for use in promotions.
- Begin production of video content including “Discover FTLBeach” videos for social media and website.
- Trademark new BID logo.
- Design marketing banners.



# Proposed Implementation Plan

## ■ OCTOBER - DECEMBER 2021

- Deploy content in accordance with approved marketing plan.
- Deploy marketing banners.
- Start production of AR experience.
- Launch grassroots PR and marketing strategies and tactics, including co-op efforts with key partners.
- Pitch and place articles for the 1<sup>st</sup> quarter.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Update media kit for winter season.
- Monitor progress on new microsite design and update the BID committee monthly.
- Begin production / release video content including “Discover FTLBeach” videos for social media and website.
- Create ads, in accordance with approved advertising plan.



# Proposed Implementation Plan

## ▪ **DECEMBER 2021 - MAY 2022**

- Begin redesign of new website / storyboard and content map.
- Pitch and places articles for the 2<sup>nd</sup> quarter.
- Approve website redesign.
- Launch new website and changeover of @ handles for each social platform.
- Host familiarization tour for travel journalists in partnership with Visit Lauderdale, timed with launch and just before LauderDEALS.

## ▪ **ONGOING**

- Explore co-op efforts with key partners.
- Deploy content in accordance with approved marketing plan.
- Produce marketing banners / Deploy marketing banners.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Monitor progress on new website design and update the BID committee monthly.



# Budget

Item	Description	Amount
Website change over	Changing over the website to Discover FTLBeach.com	\$25K to \$35K
Promotional items	Produce and purchase several promotional items to support the “Discover FTLBeach” campaign	\$10K to \$15K
Augmented reality experience	Create an AR experience around Olas the Snowman or FTLBeach in general	\$10K for a unique experience. Pricing could be lower if we use an AR platform.
Advertising program	Print, digital, social and other forms of advertising	\$20K
Marketing banner production	Banners featuring the new FTLBeach logo	\$10K
Monthly podcast series	Produce 4 episodes (September – December 2021)	\$5K for original content. Cost could be lower through Florida Podcast Network or Audacy.
Printed materials	Brochures, business cards, etc.	\$5K to \$10K depending on quantity.
Professional photography and videography	Develop a photo and videography library of BID assets that can be used to promote “Discover FTLBeach” campaign	\$15K to \$20K
Trademarking new logo	Work with the city to trademark the new logo; cost includes filing fees and other associated fees	\$500 to \$1K
<b>TOTAL BUDGET RANGE</b>		<b>\$90K to \$125K</b>



2

# *Questions & Answers*

**V. Discussion and Recommendation of Cija Omengebar  
    BID Budget Fiscal Year 2022           CRA Planner**

**City Manager's Office**

**Beach Redevelopment - Beach Business Improvement District**

**Division-Fund Budget by SubObject**

Sub-Object - Name	FY 2020 Actuals	FY 2021 Adopted Budget	FY 2021 Amended Budget	FY 2021 Estimate	FY 2022 Department Requested	FY 2022 Budget Recommended	FY 2021 Adopted vs FY 2022 Budget Recommended	% Dif	Justification
3101 - Acct & Auditing	279	300	300	300	200	200	(100)	(33.33%)	
3199 - Other Prof Serv	114,143	115,100	115,100	203,359	115,100	115,100	-	0.00%	
3201 - Ad/Marketing	5,111	-	-	-	-	-	-	0.00%	
3210 - Clerical Services	-	-	-	2,541	-	-	-	0.00%	
3299 - Other Services	33,397	128,620	128,620	37,820	128,620	128,620	-	0.00%	
3910 - Electrical Supplies	-	7,500	7,500	7,500	7,500	7,500	-	0.00%	
4207 - Promotional Contr	295,084	764,829	764,829	764,829	764,829	764,829	-	0.00%	
4304 - Indirect Admin Serv	13,608	9,618	9,618	9,618	10,503	10,503	885	9.20%	
4328 - Servchg-Comm Dev	22,541	59,649	59,649	59,649	59,649	-	(59,649)	(100.00%)	
4343 - Servchg-Info Sys	4,044	1,965	1,965	1,968	1,965	1,965	-	0.00%	
<b>Operating Expenses</b>	<b>488,207</b>	<b>1,087,581</b>	<b>1,087,581</b>	<b>1,087,584</b>	<b>1,088,366</b>	<b>1,028,717</b>	<b>(58,864)</b>	<b>(5.41%)</b>	
6499 - Other Equipment	20,028	-	-	-	-	-	-	0.00%	
<b>Capital Outlay</b>	<b>20,028</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.00%</b>	
<b>Beach Redevelopment - Beach Business Improvement District Total</b>	<b>508,235</b>	<b>1,087,581</b>	<b>1,087,581</b>	<b>1,087,584</b>	<b>1,088,366</b>	<b>1,028,717</b>	<b>(58,864)</b>	<b>(5.41%)</b>	

## **VI. BID Manager Update**

**Tasha Cunningham  
BID Manager**

- **Co-op Promotional Campaign Update**
- **BID Applications – Potential Applicants**
  - i. **FTL Beach Fest - \$500,000 or \$200,000  
December 4 & 5, 2021**
  - ii. **Winterfest - \$25,000 – December 11, 2021**
  - iii. **Greater Fort Lauderdale Food & Wine Festival | \$75,000**
  - iv. **Seaglass - \$25,000-\$50,000**

**VII. Communications to  
City Commission**

**Anna MacDiarmid  
BID Chair**

- VIII. Old/New Business Cija Omengebar**
- **Staffing Transition CRA Planner**
  - **Holiday Display Preference Update**
  - **Lifeguard Towers Enhancement Update**
  - **August Meeting Agenda Item Recommendations**
    - 1) **South Beach Parking Lot Project Update**
    - 2) **Tortuga Festival Update**
    - 3) **BID Funding Application(s)**



# MIAMI CHRISTMAS LIGHTS



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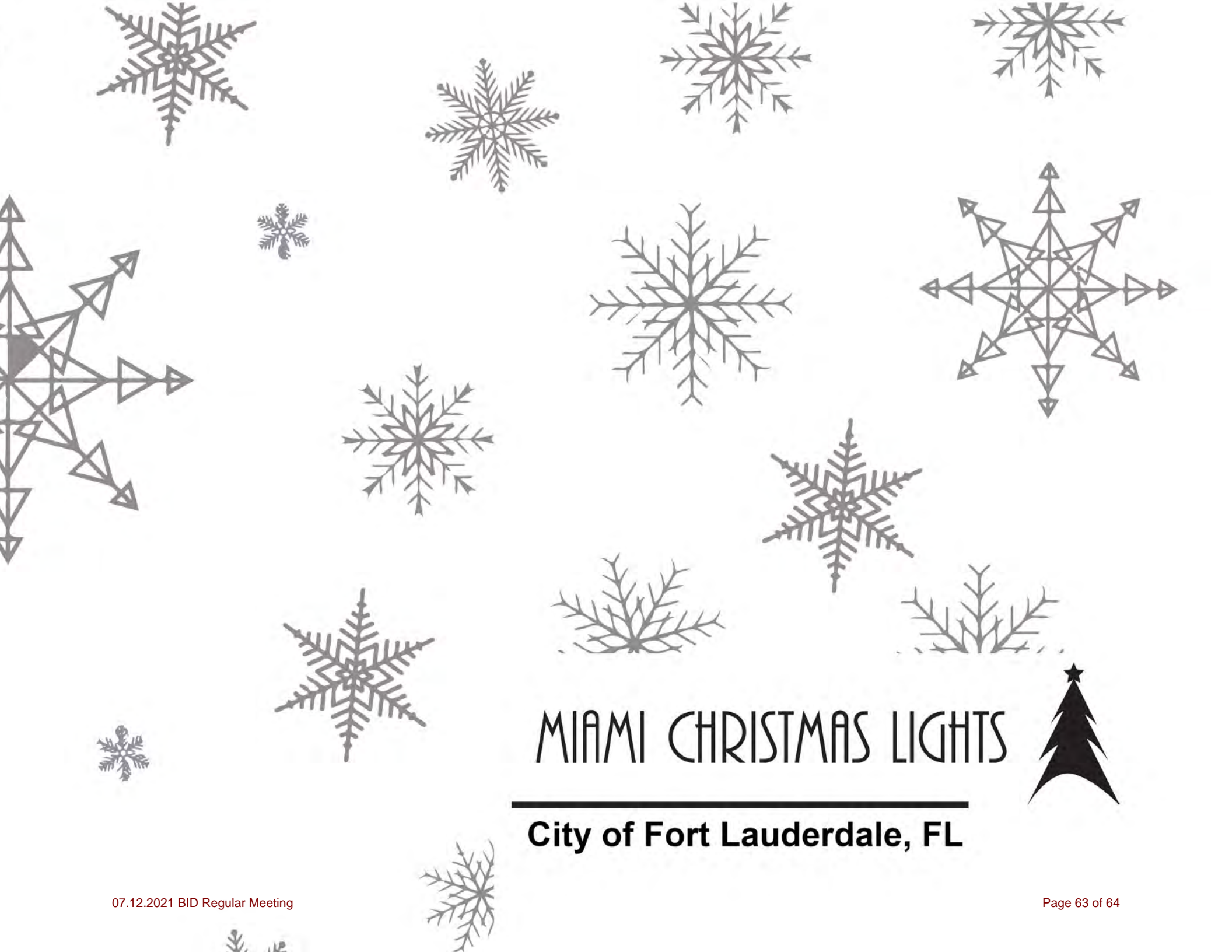
**City of Fort Lauderdale, FL**











# MIAMI CHRISTMAS LIGHTS

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**City of Fort Lauderdale, FL**

**V. Adjournment**

**Anna MacDiarmid  
BID Chair**