

**AGENDA
WORKSHOP
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
THURSDAY – January 13, 2022
2:30 PM
CITY HALL – 8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS
FORT LAUDERDALE FL, 33301**

- | | |
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| I. Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. Discussion of Rebranding Initiative
A. Marketing Plan Presentation
B. Website Migration Presentation | Sarah Spurlock
Nighttime Economy
Manager |
| III. Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – FEBRUARY 14, 2022**

Purpose:

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

Goals and Objectives:

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.
- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

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**

**Anna MacDiarmid
BID Chair**

II. Discussion of Rebranding Initiative

**Sarah Spurlock
Nighttime Economy
Manager**

**A. Marketing Plan
Presentation**

**Tasha Cunningham
BID Manager**

**B. Website Migration
Presentation**

**Ari Glassman
MYFTLB Website
Manager**



ftibeach

Discover. Stay. Dine. Play.

2022- 2024 MARKETING PLAN



Evolving the Fort Lauderdale Beach Brand

- For more than seven years, the Beach Business Improvement District (BID) has relied on the "My Fort Lauderdale Beach" branding as a tool to bring awareness to Fort Lauderdale Beach as a tourist destination, and to promote the businesses located within the BID boundaries.
- According to The Brand Leader, a consultant collective of senior marketing and branding executives, brands should be overhauled every 7-10 years to remain relevant.
- Even brands that are established household names tend to go through a major brand overhaul every 7-10 years and smaller refreshes more frequently.
- Apple has undergone three substantial branding changes since the company was founded in 1976, but it has launched many sub-brands and made subtle shifts in packaging and design during its existence
- Starbucks has rebranded four times, and Pepsi has revisited its branding 11 times.
- Other recent successful rebrands that reinvigorated the brand include Kia, Burger King, Dunkin' Donuts.

Marketing Plan Overview

- Snapshot of Current "My Fort Lauderdale Beach" Brand Performance
- Creating A New Brand Narrative for BID and the Destination
- Key Marketing & Communication Objectives
- Key Performance Indicators & Metric
- Destination Positioning
- Target Audiences
- Demographics
- Geographic Focus
- Post-Pandemic Economic Recovery
- Safety First Messaging
- Key Messaging Points
- Marketing & Communication Goals
- Content Development
- Community Outreach
- E-Mail Marketing
- New Creative
- Paid Media
- Public Relations
- Social Media
- Website
- Budget and Resource Allocation
- Implementation Timeline

1

BID Marketing Plan closely aligns with FY22 Visit Lauderdale plan, which allows for the BID to leverage resources at no cost.

2

Builds on the recent "Discover FTLBeach" co-op campaign with Visit Lauderdale.

3

Leverage new paid media strategies to amplify engagement and enhance brand awareness.

Snapshot of "My Fort Lauderdale Beach" Brand Performance

Social Media



Twitter



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

While the "My Fort Lauderdale Beach" branding has been around for many years, the overall engagement with the brand itself, particularly on social media and on the web, doesn't reflect the destination's world-class status. Using social media as a metric to measure brand awareness, it's clear the traction of the "My Fort Lauderdale Beach" brand and its ability to drive key target audiences to take action by booking an overnight stay at a BID hotel is low.

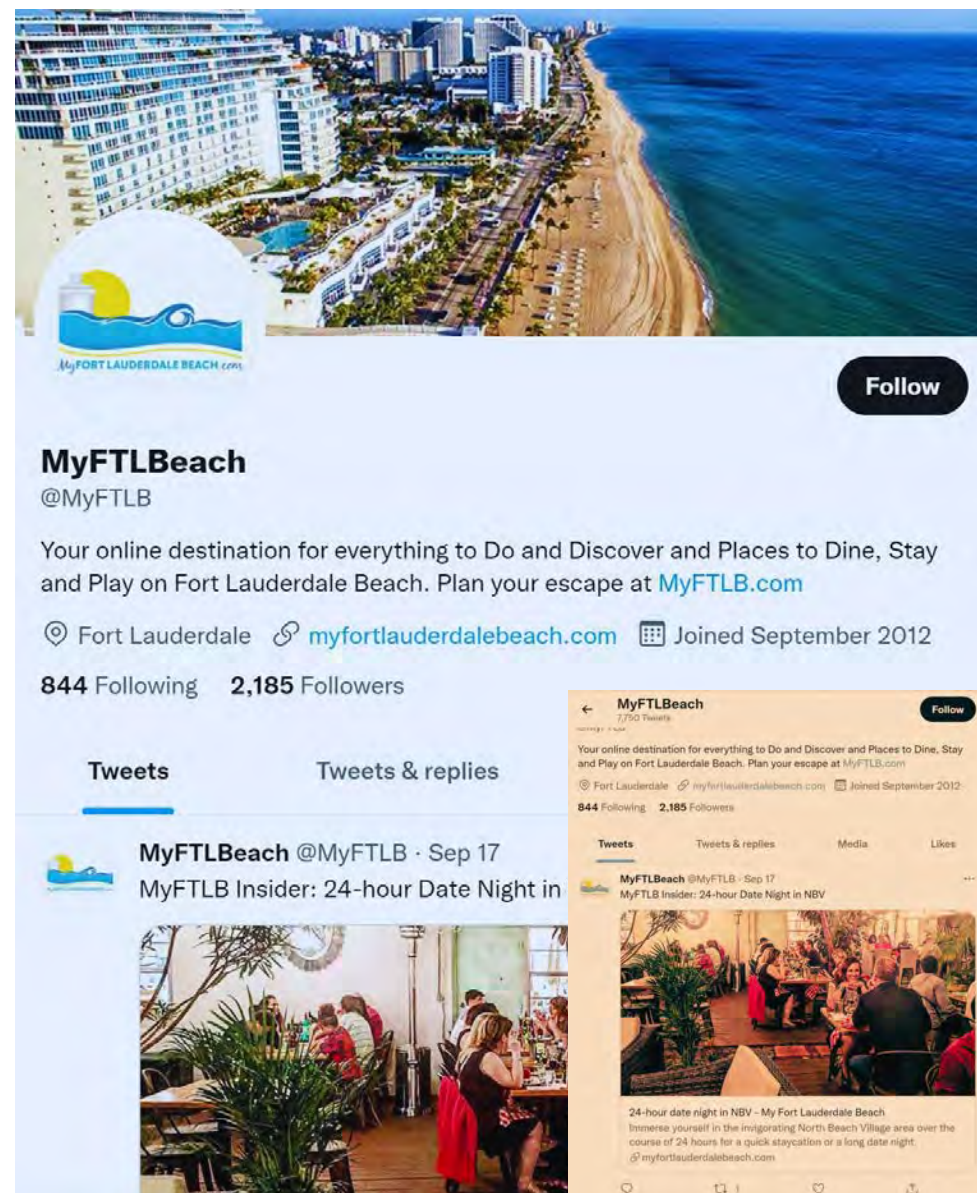


DECEMBER 2021 STATS
 Online since **2012**; regularly updated since **2014**
 Over seven years, page has acquired **2,230 followers**


In addition to a low follower count, the posts on the "My Fort Lauderdale Beach" Twitter feed aren't shared often and most posts have virtually no engagement. This is a strong indicator that it is time to rebrand both the BID and Fort Lauderdale Beach as a destination.

The Twitter feed also highlights two separate domains - MyFTLB.com and MyFortLauderdaleBeach.com, which causes brand confusion. In addition, the location pin on the feed indicates "Fort Lauderdale" and not "Fort Lauderdale Beach."

FOLLOWERS GAINED (FROM 2019 - 2021) - 152



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

CURRENT STRATEGY:
Twitter is used primarily to push out blog posts from the website.

NEW STRATEGY:
Use Twitter as a strategic tool to actively engage followers and create original content that is targeted to the audience demographic on the platform, including age and geographic location.

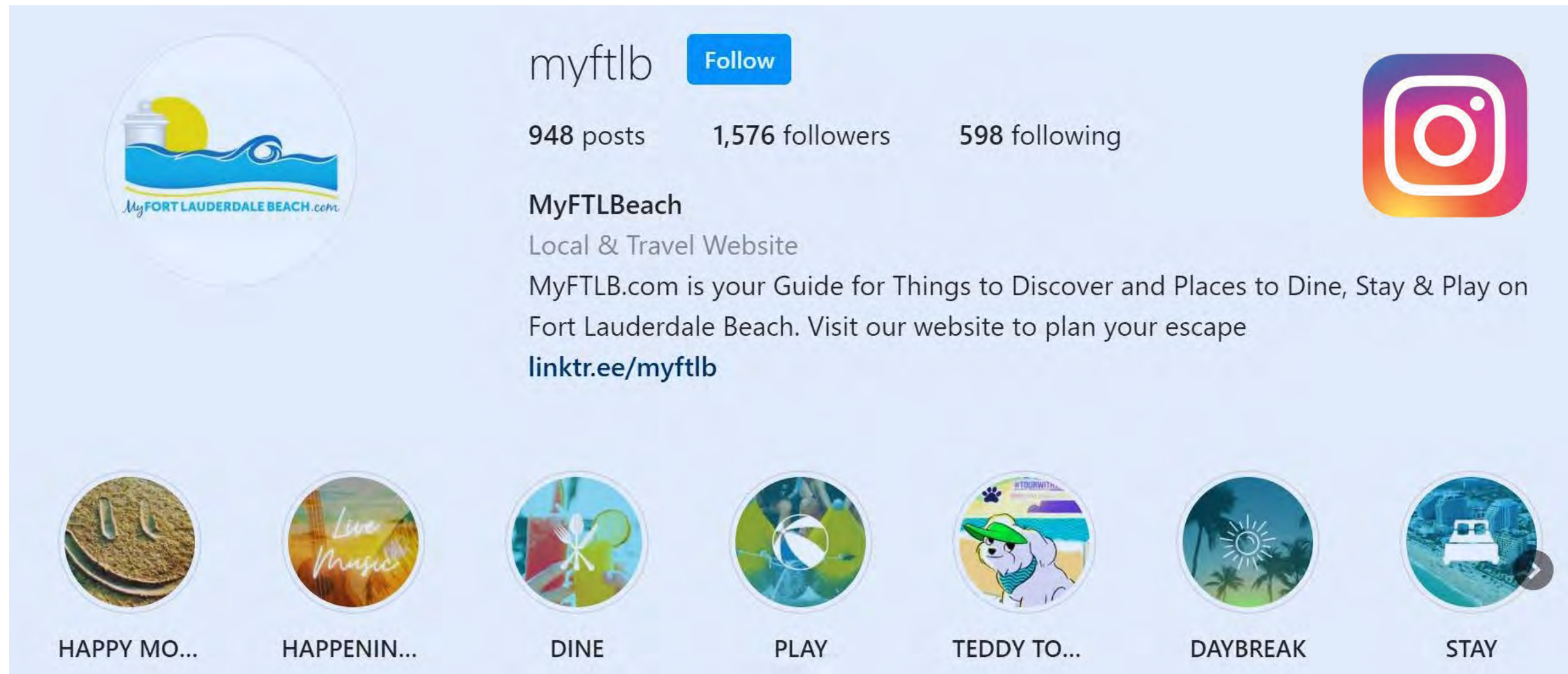
66.9% Men Age 35-64



Instagram



Snapshot of the "My Fort Lauderdale Beach" Brand Performance



myftlb [Follow](#)

948 posts 1,576 followers 598 following

MyFTLBeach
Local & Travel Website
MyFTLB.com is your Guide for Things to Discover and Places to Dine, Stay & Play on Fort Lauderdale Beach. Visit our website to plan your escape
linktr.ee/myftlb

HAPPY MO... HAPPENIN... DINE PLAY TEDDY TO... DAYBREAK STAY

DECEMBER 2021 STATS

- **Online since 2012**
- **Over nine years, page has acquired 1,753 followers**

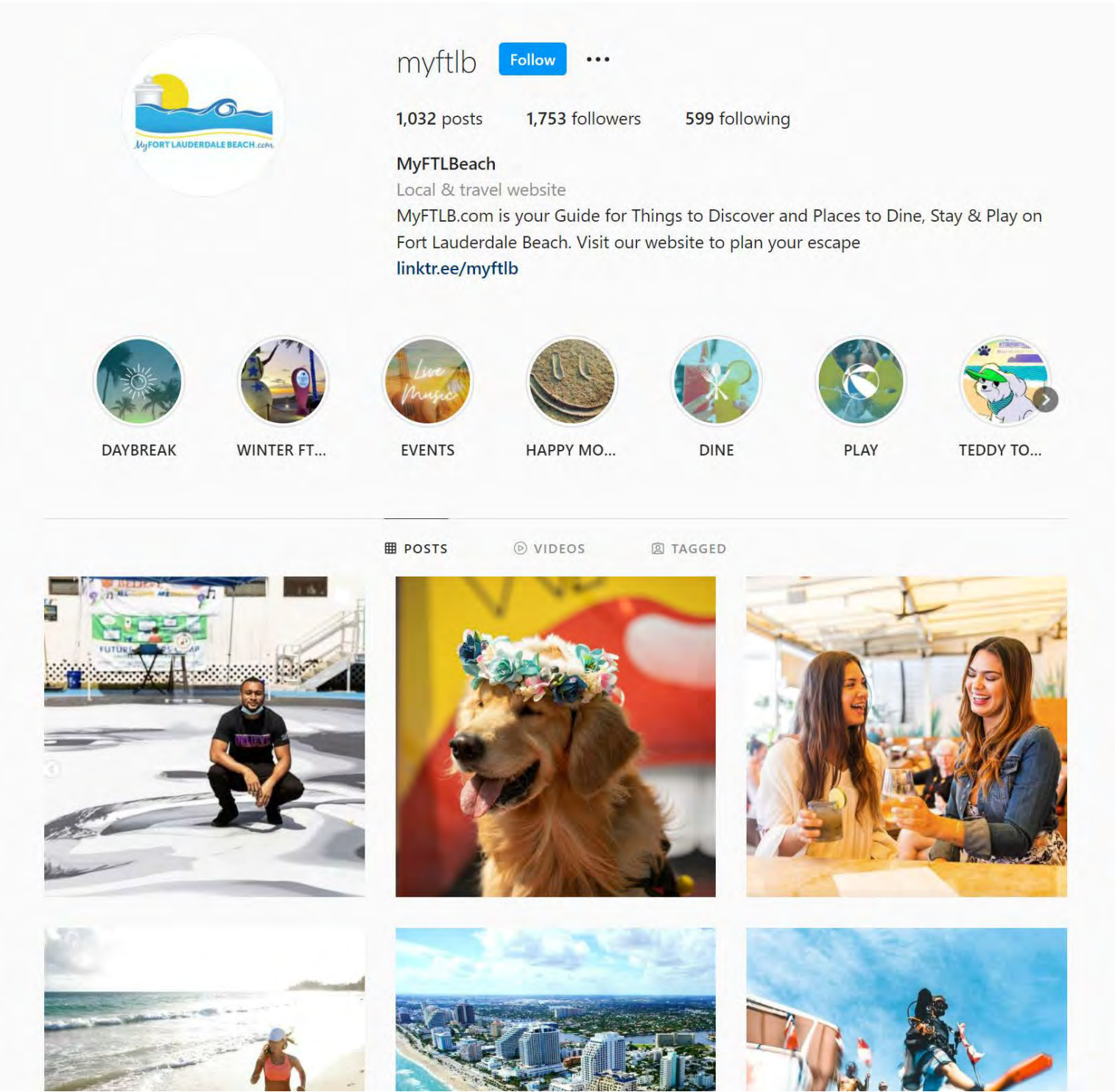
Why This is Important

According to ADWEEK, a leading advertising publication, in 2020 48% of people choose their destination based on what they see on Instagram and 35% of them discover new places to visit from Instagram.

FOLLOWERS GAINED (FROM 2019 - 2021) - 930



Snapshot of the "My Fort Lauderdale Beach" Brand Performance



CURRENT STRATEGY:
 Instagram is used primarily to promote events and promote BID businesses.

NEW STRATEGY:
 Partner with Visit Lauderdale to augment existing content on BID social with geotargeted tactics that leverages cross-platform shares and remarketing opportunities to keep Fort Lauderdale Beach top of mind.

67.2% Women Age 25-44

Remarketing: A popular form of digital marketing in which ads are served to users who have visited a brand's website, or a particular web page, and who have or have not taken a particular action. It's an effective way to target people who have already shown some interest in the Fort Lauderdale Beach brand.



Facebook



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

The screenshot shows the Facebook profile for My Fort Lauderdale Beach. The profile picture is the brand logo, and the cover photo is a close-up of sand. The page name is "myfortlauderdalebeach.com" with the handle "@MyFTLB". The navigation menu includes Home, Events, Photos, Videos, About, Reviews, Groups, and Community. A post features a woman in a blue and green mermaid costume sitting on a ledge. The community statistics show a 5.0 rating from 10 people, 11,547 likes, 12,982 followers, and 1 check-in. The "About" section lists the phone number (954) 828-2690, contact information for the website and Messenger, the website URL myfortlauderdalebeach.com, and identifies it as a Local & Travel Website / Tourist Information Center.

DECEMBER 2021 STATS

- **Online since 2012;**
regularly updated
since 2014
- **Over seven years,**
page has acquired
13,500 followers
- **FOLLOWERS GAINED**
(FROM 2019 - 2021):
2,051

Why This is Important

It's the top online channel for destination discovery for leisure travelers ages 18–34, and 52% of Facebook users say their friends' photos inspire their travel plans. And 42% of travelers of leisure travelers ages 18–34 on Facebook use Messenger to chat with their friends and family about trips.



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

CURRENT STRATEGY

Facebook is used primarily to drive traffic to the website. There is a consumer page at @MyFTLB and a BID page at @FTLBeachBID, which was converted from another FB page. Having multiple FB pages isn't a sound strategy and does not achieve the goal of recognizing the BID and connecting it to the events and projects it funds on Fort Lauderdale Beach.

NEW STRATEGY

- Consolidate all pages under the @DiscoverFTLBeach handle.
- Recognize that the Facebook brand is now Meta, and the focus will shift to virtual and augmented reality experiences; the BID needs to think about creating a brand presence in the Metaverse.
- As search algorithms have become smarter and more adaptable over the years, destination marketers should focus less on trying to game the algorithm and focus more on providing an excellent user experience across the brand.



Pinterest



Snapshot of the "My Fort Lauderdale Beach" Brand Performance



DECEMBER 2021 STATS

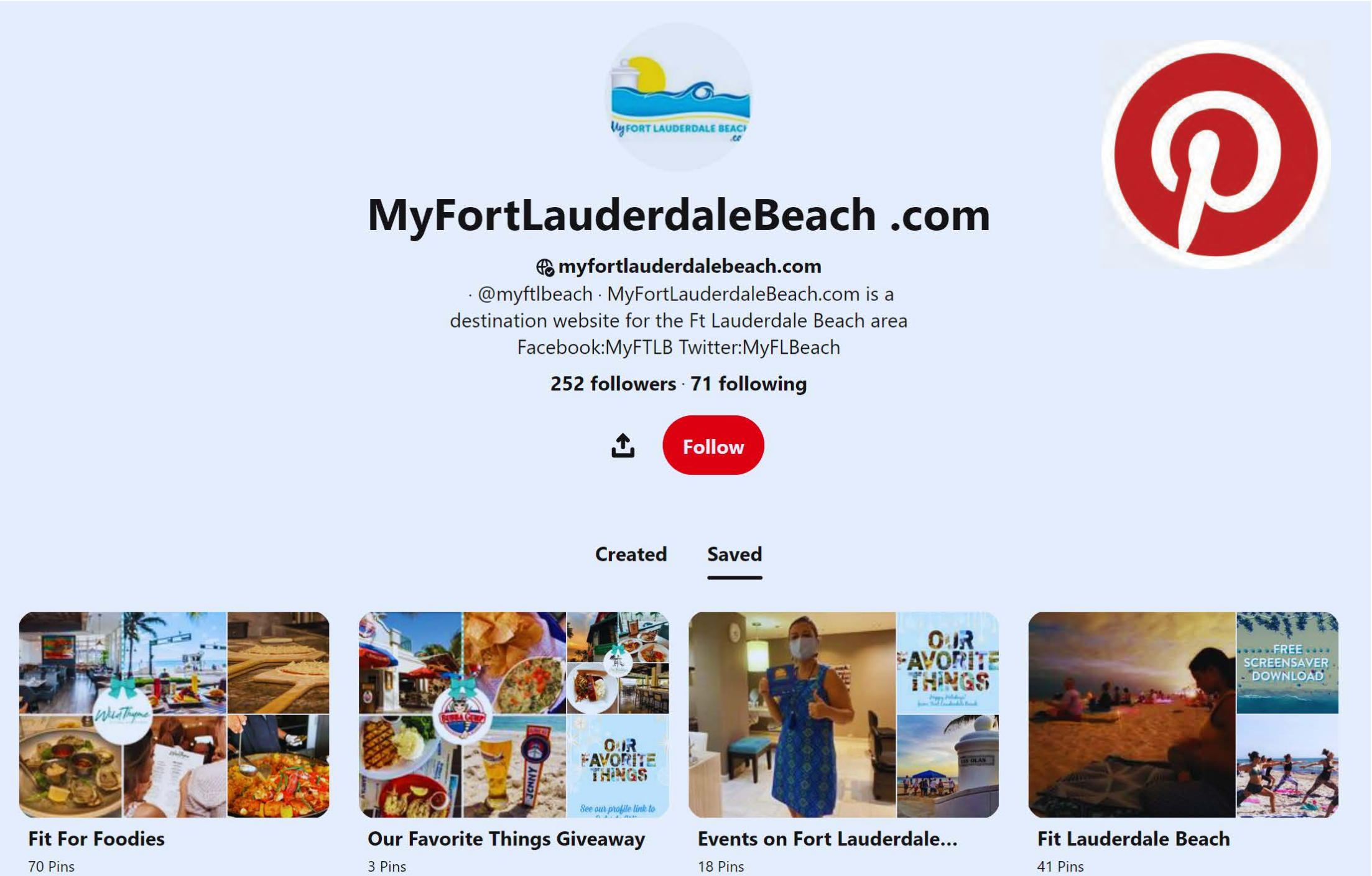
- **Online since 2014**
- **Over nine years, page has acquired 249 followers**
- **6,100 page views per month in 2021**

Why This is Important

Pinterest reports a 50% increase in searches year over year for "luxury vacation." The platform also found a 7x increase in searches year over year for "dream vacations." This is an opportunity for the BID to use Pinterest to boost brand engagement.



Snapshot of the "My Fort Lauderdale Beach" Brand Performance



The screenshot shows the Pinterest profile for MyFortLauderdaleBeach.com. At the top is the profile picture, a circular logo with a sun, waves, and the text "My FORT LAUDERDALE BEACH .com". Below it is the name "MyFortLauderdaleBeach .com" and the website URL "myfortlauderdalebeach.com". The bio states: "@myftlbeach · MyFortLauderdaleBeach.com is a destination website for the Ft Lauderdale Beach area Facebook:MyFTLB Twitter:MyFLBeach". It shows "252 followers · 71 following" and a red "Follow" button. There are two tabs: "Created" and "Saved", with "Saved" selected. Below are four pin boards: "Fit For Foodies" (70 Pins) with food images; "Our Favorite Things Giveaway" (3 Pins) with food and a "OUR FAVORITE THINGS" graphic; "Events on Fort Lauderdale..." (18 Pins) with a woman in a blue dress; and "Fit Lauderdale Beach" (41 Pins) with beach scenes and a "FREE SCREENSAVER DOWNLOAD" graphic.

DECEMBER 2021 STATS

- Online since **2012**
- **243** followers as of December 31, 2021
- **18,600** lifetime impressions; 4,200 in December 2021



CURRENT STRATEGY

Boards are created for different interests and events, and other information related to the destination.

NEW STRATEGY

- Engage users during the three phases of planning a vacation:
- **Inspiration Phase** – People use Pinterest to find destinations to visit and research the adventures they can have there. Reach these users by pinning beautiful, eye-catching imagery. Focus on the traveler and demonstrate how they can experience Fort Lauderdale Beach through strong visuals.
- **Booking Phase** – When finalizing travel plans, people will use Pinterest to narrow it down and see which destination appeals to them the most. Reach them by showing visuals that promote the benefits of Fort Lauderdale Beach. Use strong messaging and calls-to-action to encourage bookings.
- **Planning Phase** – Now that the final destination has been selected, creating the itinerary begins. Use pins that provide value and assistance to travelers who come to Fort Lauderdale Beach. Pin sample itineraries, expert guidance from Visit Lauderdale and others, and helpful information that can enhance the overall traveling experience.

YouTUBE



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

MyFortLauderdaleBeach.com

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Description

Welcome to your online destination for Places to Dine, Discover, Stay & Play on Fort Lauderdale Beach. www.MyFtLB.com

Stats

Joined Oct 30, 2016

21,162 views

Rooftop Rendezvous ▶ PLAY ALL

Join us every Wednesday afternoon at 12:45pm EST for our new #FacebookLive Broadcast, Rooftop Rendezvous on www.Facebook.com/MyFTLB Rooftop Rendezvous is an uninterrupted

Rooftop Rendezvous: Kimpton The Goodland... MyFortLauderdaleBeach.com 341 views • 4 months ago	Rooftop Rendezvous The Parrot Lounge MyFortLauderdaleBeach.com 20 views • 10 months ago	MyFTLB Exclusive FLIBS 2020 MyFortLauderdaleBeach.com 141 views • 10 months ago	Rooftop Rendezvous MyFortLauderdaleBeach.com 5 views • 11 months ago	Rooftop F 5 Episoc MyFortLau 128 views

CURRENT STATS

- Online since **2016**
- Lifetime **channel views over five years - 21,162**, approximately **6,100 views per year.**
- **Low view count** on the majority of videos on the channel

IMPRESSIONS GAINED (FROM 2019 - 2021) - 8,118



Snapshot of the "My Fort Lauderdale Beach" Brand Performance

The screenshot displays the YouTube channel page for 'MyFortLauderdaleBeach.com'. The channel has 70 subscribers and 22,126 lifetime views as of December 31, 2021. The channel was joined on October 30, 2016. The description is 'Welcome to your online destination for Places to Dine, Discover, Stay & Play on Fort Lauderdale Beach. www.MyFtLB.com'. The location is listed as United States. The channel name is not branded, and the URL is a vanity URL.

CURRENT STATS

- **70 subscribers;**
need 100
subscribers for a
vanity URL,
currently not
enough subscribers
to achieve this
- **22,126 lifetime**
views as of
December 31, 2021
- **URL is not branded**

CURRENT URL:

<https://www.youtube.com/channel/UCeKh1FnRMRQNI1mN1xvnb3g>

BRANDED URL SHOULD BE:

<https://www.youtube.com/myfortlauderdalebeach>



LinkedIn



The BID does not currently maintain a LinkedIn page.

This is a missed opportunity for the BID to engage with meeting planners, corporate event planners, and professionals who may be interested in the destination for conferences, workshops, symposiums, etc.

Creating a New Brand Narrative for the BID and the Destination

Creating A New Brand Narrative for BID and the Destination

What is the Fort Lauderdale Beach Brand About? What is the Brand Personality?

- The brand **represents a cosmopolitan emerging destination** that continues to evolve into a world-class area to discover, stay, dine, and play every day.
- The brand **supports and nurtures BID businesses** and works with local community and industry leaders to identify new opportunities for collaboration, and partnership.
- The brand **represents diversity and inclusion**, because Fort Lauderdale Beach welcomes everyone under the sun, year-round.
- The brand **represents relaxation and rejuvenation**, something we all need more of in these unusual times. Fort Lauderdale Beach offers visitors budget-friendly ways to relax and recharge, in an environment that is easy and uncomplicated.
- The brand **represents forward-thinking, curiosity** and the **desire to stay curious and discover** the unexpected.





Key Marketing & Communication Objectives

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- Retire the current "My Fort Lauderdale Beach" branding and pivot to fresh, new "Discover FTLBeach" branding, which builds on the momentum created through the joint co-op campaign with Visit Lauderdale.
- Attract overnight lodging, restaurant and recreational visitors and expand brand awareness of the Fort Lauderdale Beach area to increase aspirational desire to vacation, thereby increasing lodging demand, particularly in the BID area.
- **Exceed 3 million organic social media impressions and 10K referrals to DiscoverFTLBeach.com**
- **Generate 100 million paid and earned media impressions.**
- **Drive 400K impressions to DiscoverFTLBeach.com**

WWW.DISCOVERFTLBEACH.COM

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Key Marketing & Communication Objectives

- Use robust analytics and data-driven insights to shape creative messaging and determines the most effective distribution channels for paid media, while utilizing integrated proactive public relations efforts, content development strategies, specialized promotions and an engaging social media outreach program to introduce and amplify the new "Discover FTLBeach" brand campaign.
- Use the "Discover FTLBeach" campaign to launch new social media platforms and a new website to develop a strong digital presence for the brand as a destination.
- Prioritize the fact that the BID is the entity that made the "Discover FTLBeach" campaign to fruition in an effort to promote businesses located within its boundaries, and the destination as a whole.
- Avoid falling into the "sea of sameness" perception that can plague other destinations. "Sea of sameness" is a phrase coined by Sarah Schaffer, Visit Baltimore's chief marketing officer, who uses it almost weekly at the agency, which is in the midst of revamping its brand.
- Unify BID businesses and partner to make them advocates for the new "Discover FTLBeach" brand.
- Attract visitors who serve as a customer base for BID businesses and spend tourist dollars within its boundaries.





Key Performance Indicators & Metrics 17

- **ADVERTISING:** Monitor the performance of individual media channels, using media buying software and Google Analytics to complete the picture. There is no cost because Brand Advocates has this software.
- **PUBLIC RELATIONS:** Measure branding awareness using media value, impressions and audience reached, using Cision for media intelligence, and data insights. Measure spikes in website traffic and social media engagement aligned with publicity coverage dates.
- **SOCIAL MEDIA:** Monitor and evaluate brand engagement using metrics like social impressions, website referrals, engagements, reach and shared media value, using Meltwater for statistical analysis, and data insights.
- **WEBSITE:** Drive traffic to DiscoverFTLBeach.com, increase total unique visitors, mobile visitors, organic search traffic, page views and user interaction, using Google Analytics for insights and data analysis.



Destination Positioning

- Fort Lauderdale Beach is a destination on a mission to drive tourism, whether that's a staycation for local residents or booking a vacation for a family from France. We welcome everyone under the sun. We want everyone to know that time spent in Fort Lauderdale Beach is an opportunity to refresh and recharge, while meeting new people and trying something unexpected. And best of all, you can discover, dine, stay, and play in a safe and clean environment.
- With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, Fort Lauderdale Beach is a pristine gem, located in the heart of South Florida.
- Fort Lauderdale Beach boasts 24 miles of beautiful turquoise water, golden sand, and a dazzling array of exciting outdoor dining and unique leisure activities,



Target Audiences

- Fort Lauderdale Beach loyalists who have traveled to the destination in the past, and have fond memories of their trip
- Active adults of all ages who embrace diversity, including LGBT+ and multicultural travelers
- Multigenerational travelers visiting the destination as a family
- Meeting planners and conference coordinators
- Trip and travel advisors



Demographics

- Millennials without children, Household Income (HHI) \$75k+
- Multigenerational travelers and families with one or more children at home, (age 25-54), HHI \$100k+
- Couples, focusing primarily on women (age 25-54), HHI \$100k+
- Multicultural travelers, HHI \$100k+
- LGBT+ travelers, HHI \$100k+

These demographics align with those of Visit Lauderdale, who has invested millions of dollars into efforts to research and collect data on consumer behavioral patterns relevant to Greater Fort Lauderdale as a whole.

Geographic Focus

- Work with our partners at Visit Lauderdale to monitor the recovery process by volume and activity at Fort Lauderdale and other top airports.
- Use this strategy and data collected by Visit Lauderdale to look for long-haul markets as they open back up. Some markets might be lagging compared to others and this strategy will help the BID prioritize its marketing investments.
- As the economy recovers and the threat of the Delta variant subsides and markets open back up, concentrate the "Discover FTLBeach" branding campaign on the State of Florida, and help to drive the market.
- Target Designated Market Areas (DMAs) originating new direct flights to Greater Fort Lauderdale to showcase easy access to visit Fort Lauderdale Beach.

Post-Pandemic Economic Recovery

- For the tourism industry in Florida, and around the world, the COVID-19 crisis has been a dramatic and defining moment.
- Tourism is the lifeblood of both the economy of Florida and that of the Broward County and we understand that the recovery will have many starts and stops as new variants are detected and county mandates and guidelines change.
- BID must embrace the fluidity of the situation as new information and conditions unfold.
- Flexibility is critical as everyone around the world continues to navigate the challenges of COVID-19 and its impact on the tourism industry.



Safety First Messaging

- When visitors make their travel decisions, it is imperative that they see Fort Lauderdale Beach as a safe and clean destination. This factor will outweigh all others as travelers make their travel plans.
- BID businesses must present their products and services as safe to visitors, which will be the difference between success and failure. BID hotels, restaurants, attractions, event venues, arts and cultural entities, transportation assets and retail must collaborate regularly to assure consumers that Fort Lauderdale Beach is safe and secure.
- Continue to encourage BID businesses to take Visit Lauderdale's Safe + Clean Pledge.





Key Messaging Points

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- Focus on what makes Fort Lauderdale Beach different.
- Promote the pristine beaches, world-class dining options, and top-notch lodging ranging from luxury resorts to budget-friendly hotels.
- Promote wide open spaces, outdoor leisure options, and the ability to stay safe and avoid large crowds.
- Promote Visit Lauderdale's unique LauderDeals program and encourage BID businesses to sign up.
- Promote the Visit Lauderdale's Safe + Clean Pledge, and assure visitors that Fort Lauderdale Beach is a clean, safe, and secure place to discover, dine, stay, or play.
- Promote the fact that within the State of Florida, Fort Lauderdale Beach is a destination that is convenient and easy to access by car.

Marketing & Communication Goals

- Showcase a visit to Fort Lauderdale Beach as the ultimate leisure traveler experience by highlighting the vibrancy, variety and depth of the area's amenities, and attributes through dynamic storytelling, expanded content creation, social media outreach, strategic public relations and integrated advertising strategies.
- Further the destination's appeal as a familiar and welcoming place where memories are made, while also focusing on safety and cleanliness for both residents and visitors. Emphasis that while the destination is familiar, it is also filled with new treasures to discover.
- Leverage content in integrated cross-channel campaigns by focusing on five key points - Safe + Clean, Beach & Outdoor, Wide Open Spaces, Travel Deals, and Diverse & Inclusive Experiences.



Marketing & Communication Goals

- As the market continues to improve, highlight Fort Lauderdale Beach's fresh vibe, nostalgic treasures and lesser-known gems located in the heart of the BID through creative and first-hand storytelling and message development.
- Deliver enticing, compelling messaging that ensures the highest attainable return on marketing investment and utilize distinctly targeted, highly responsive channels.
- Showcase Fort Lauderdale Beach, its hotels, and resorts as the ultimate destination for meetings, groups, sports and events post-pandemic via the development of marketing tool kits, etc.





- Develop, curate and promote engaging, versatile content about Fort Lauderdale Beach through dynamic and diverse storytelling, across multiple mediums including digital, social media and web.
- Create and maintain a robust content library of every blog posts, videos, images and other content to generate affinity for Fort Lauderdale Beach as a destination, highlighting its distinctive brand attributes and evoking an emotional connection with key target audiences.
- Develop creative that integrates with paid media campaigns and keeps the traveler engaged on DiscoverFTLBeach.com, reducing bounce rates.
- Draw on data from Visit Lauderdale, Google Analytics and the expertise of local partners to determine editorial coverage based on the interests of key target audiences, news value and online search trends.

Content Development

- Implement a strategy to procure, create and integrate high-quality visual content (video, live broadcast, Instagram stories, infographics, quizzes, photo and video tours, user-generated content) that has high shareability and engagement across all digital platforms; use the assets created by Visit Lauderdale for the "Discover FTLBeach" campaign. All content created is owned by the City and the BID.
- Utilize Stackla technologies to source, curate and display user-generated content in the form of photographs or videos to provide visitors with an authentic view inside the destination. Stackla is a social content marketing platform that puts user-generated content (UGC) at the heart of brand marketing.
- Develop magazine-style, high-impact content for the DiscoverFTLBeach.com website, and social media platforms that utilizes proven storytelling strategies and techniques to boost engagement. Focus on collecting social-friendly and engaging static visual content including drone photography, and new editorial photography and video.
- Research and develop photo and video assets and interactive Google Tours on DiscoverFTLBeach.com to allow visitors to browse the destination while planning their visit.
- Join the Google Destination Marketing Organization (DMO) Partnership Program to enhance Fort Lauderdale Beach's role in Google's growing ecosystem of travel products, which optimize the experience of the travel planner and place destination content in front of more web searchers.



Content Development

- Optimize the online experience for DiscoverFTLBeach.com and social media channels to provide information according to consumer needs and interests.
- Employ search optimization (SEO) best practices into the development of new DiscoverFTLBeach.com website.
- Engage and retain web users with new magazine-style content that balances detailed, practical insight about Fort Lauderdale Beach as a destination and present resources with more aspirational destination context, incorporating dynamic functionality and high-impact visuals to inspire and improve online travel planning.
- Develop custom landing pages as a fulfillment mechanism for digital campaigns to increase time-on-site and encourage specific actions that lead to booking an overnight stay and other conversion goals.
- Leverage DiscoverFTLBeach.com to serve as main point of fulfillment and to motivate actual and aspirational visitation, promote saving and sharing content, and encourage additional exploration and vacation bookings at BID businesses.



Community Outreach

- Differentiate Fort Lauderdale Beach by promoting its diverse and distinctive offerings to elevate the destination's visitor appeal and encourage increased patronage by residents with a call-to-action to discover a destination that is right around the corner, in their own backyards.
- Continue to build on regular communications with municipalities and multicultural community leaders to welcome new partners including restaurants, boutiques and custom tour providers for destination visits and storytelling subjects.
- Collaborate with all local hospitality partners for cooperative media visits to illustrate the depth and scope of Fort Lauderdale Beach.
- Engage established content creators, traditional media, and influencers to create video and photo assets to promote key activities including fishing, water sports, dining, cultural activities and much more.

Community Outreach

- Build out a robust partner section on DiscoverFTLBeach.com to include an industry toolkit with videos, images, talking points, messaging and assets.
- Revise BID application to hold grant recipients accountable for investing funds into targeted promotions that will enhance and elevate the "Discover FTLBeach" campaign. A copy of the revised application, instructions, and presentation guide are included as part of this marketing plan. These items are currently under review by the City of Fort Lauderdale legal team.
- 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.
- There is also an opportunity to sublease the Visit Lauderdale billboard exiting the 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.



E-Mail Marketing

- Rebrand the BID monthly e-newsletter, removing "My Fort Lauderdale Beach" and replacing it with "Discover FTLBeach"
- Optimize an online outreach program that leverages e-mail newsletters to consumers and to the local industry.
- Build the e-newsletter subscriber database, grow click-thru and open rates to engage new subscribers.
- Send monthly destination e-blasts that drive traffic to DiscoverFTLBeach.com and inspire travelers to plan and book.
- Send monthly industry e-blasts to keep partners and stakeholders engaged and informed, especially the Marketing Advisory Committee, hotel representatives, chambers of commerce, city representatives, CRAs, and others.

New Creative

- The BID's new "Discover FTLBeach" brand is a reflection of not only the physical destination, but one that is aspirational and inspires our key target audiences to take action now and in the future to book a vacation. Fort Lauderdale Beach continues to evolve as a destination, so should the BID's messaging and visual approach. Our choice of photography should inspire the viewer with new perspectives and bold, dramatic angles.
- Our colors selected from the sand, sea, and surroundings to embrace our coastal color palette. Our compositions striving for a fresh, clean look without being overly simplistic. Our messaging clear, concise, engaging and in alignment with Visit Lauderdale's "everyone under the sun" branding.
- This new creative direction depicts the evolving nature of the brand and defines who we are, with a consistent voice and a consistent delivery.



Paid Media

- Build strategy and tactics using analytics and data insights to optimize efforts.
- Reach the right audience, at the right time, with the right message through digital targeting and retargeting to connect with audiences and showcase additional messages to the highest potential visitors.
- Optimize digital messaging and delivery using analytical tools to maximize performance and goal conversion.
- Test different creative messages to different audience segments within digital and paid social media to understand nuances and responsiveness, which will allow the BID to showcase the most compelling messaging that resonates with key target audiences, and drives them to take action.

Paid Media

- Paid media includes boosting social media posts, taking advantage of low-cost advertising opportunities, etc.
- Utilize available visitation data from Visit Lauderdale and others to shift media dollars between tactics, partners, and channels based on data and other antidotal insights.
- As pandemic subsides or surges, it's important to engage on digital platforms on a consistent basis, in real-time to provide critical updates and information to key target audiences.
- Reach consumers most likely to visit our destination through use of proven media partnerships with the highest ROI.
- Deploy media that delivers measurable results and monitor estimated media reach, impressions, click-thru rates, website visits, video completion rates and social metrics.
- Use media budgets responsibly focusing on measurable strategies and tactics, and added value metrics.
- Keep paid social media active throughout the year to continue engaging consumers and participating in online conversations in real-time.
- Deploy video content in winter season to capitalize on travelers' desire to escape cold weather.





Public Relations

- Provide honest, compelling messaging designed to reassure travelers that Fort Lauderdale is safe as they consider traveling again in the wake of COVID-19.
- Establish Fort Lauderdale Beach as a safe and clean place for visitors who are re-emerging into the travel marketplace.
- Clearly communicate the destination's adoption of the Visit Lauderdale Safe + Clean Pledge.
- Host journalists eager to provide first-hand accounts of safe, relaxing and fun staycations and vacations.
- Create media materials designed to attract and inform target audiences that align with their preferred travel interests.

Public Relations

- Build on Fort Lauderdale Beach's reputation as a lively, fun-filled and intriguing destination with a vibrant arts and culture scene, commitment to diversity and a strong culinary appeal to complement its charming neighborhoods, hidden gems and diverse array of activities that offer family-friendly fun for all.
- Inform key target audiences through engaging content, imagery and messaging that paints a vivid picture of the destination's distinctive appeal.
- Cultivate media and influencers who identify with Fort Lauderdale Beach's target markets for creative coverage that will attract, intrigue and resonate within specific market segments.
- Develop highly engaging, personalized itineraries for individual press visits to facilitate authentic stories that offer the opportunity to discover, dine, stay and play in Fort Lauderdale Beach.
- Create and update an online newsroom and develop press kit to meet changing needs of journalists on assignment, including photo/video asset management and streamlined media vetting and response.
- Optimize and fully leverage destination news and messaging strategies through integration and alignment with DiscoverFTLBeach.com and Sunny.org. Create content for news, pitches and editorials across audiences to maximize message reach, boost awareness.



Public Relations

- Drive awareness of Fort Lauderdale Beach's dynamic growth with new hotels, day-to-night lifestyle, ease of accessibility, diversity, and relaxing vibe.
- Create a schedule for sharing new developments including topic-specific press releases and directed pitches to both consumer and trade media outlets.
- Proactively reach out to top consumer and trade publications to secure inclusion in roundups, feature stories and secure media visits.
- Promote ease of access for drive markets, returning and new airlines service and the restart of the cruise industry to showcase Fort Lauderdale Beach's convenience, affordability, and accessibility.
- Leverage social media as an integrated tool for media relations, targeted pitching, news distribution and media reciprocity by sharing stories and tagging journalists through Discover FTLBeach social media channels.
- Promote Fort Lauderdale Beach to build market awareness, generate bookings and enhance awareness of the destination's business offerings to meeting planners, decision makers and attendees.
- Amplify brand awareness through news releases and targeted media pitches to illustrate the destination's safety measures designed to keep visitors safe.



Social Media

- Use key social media channels to drive awareness and create engagement with traveling consumers.
- Build a highly engaged community of followers and communicate regularly with them to influence and promote Fort Lauderdale Beach through new DiscoverFTLBeach Instagram, Twitter, Facebook, LinkedIn, YouTube and Pinterest accounts.
- Create social media content celebrating the people and the passion that give Fort Lauderdale Beach its distinct character, including a behind-the-scenes look at the businesses in the BID and the amenities within the destination.
- Provide authentic and realistic messaging and content on social media channels.
- Share user-generated content that promotes Fort Lauderdale Beach



Social Media

- Highlight the BID team and their efforts to promote Fort Lauderdale Beach on business-focused channels like LinkedIn and Twitter.
- Utilize paid social media to reach target audiences by lifestyle preferences, expand reach of marketing campaigns and generate awareness for events happening within Fort Lauderdale Beach.
- Highlight influencer and user-generated content for travel inspired stories from the perspective of the visitor.
- Leverage YouTube, Facebook and Instagram as video distribution platforms for a new video content program, including Facebook Live broadcast opportunities and curated Instagram Story coverage to showcase Fort Lauderdale Beach's unique destination attributes.
- Evaluate other emerging social tools to further expand the "Discover FTLBeach" brand.
- Incorporate keyword strategy in social messaging to drive traffic to the new website.
- Further amplify the reach of social content by mobilizing industry partners, business stakeholders, brand enthusiasts and a proud community willing to link to DiscoverFTLBeach.com or share social and multimedia messages and assets through their channels.
- Promote travel trade, group, and meetings news through "DiscoverFTLBeach" social media channels.



Social Media

- Use insights and measurement tools to identify public relations and social media opportunities, gauge effectiveness of specific marketing efforts and make adjustments in real-time as needed.
- Continue to track effectiveness and ROI of media relations efforts by employing news clip services, tracking media touchpoints and site visits, logging proactive pitches, monitoring release performance and assessment of online, print and broadcast placements.
- Use Cision, Meltwater and Google Analytics to measure traffic and social engagement generated by placements, influencer and user-generated content and online stories.
- Develop and deploy strategies to leverage Cision/Meltwater media coverage insights that may include high-impact targeting, promotion of trending or high-SEO stories, media influencer outreach, keyword-based pitching, competitor coverage analysis and optimization or promotion of backlinked content.
- Refine best practices for deployment and integration of destination news content that will strategically boost SEO/keyword share, backlinks and will positively impact the online and social authority of "Discover FTLBeach" brand.



Website

- It can be challenging for users to navigate the Events section. Consider a better approach with an event plugin.
- The site has inefficient URL hierarchy. Some categories sit in the root of the domain and others are nested into the appropriate sections. A URL restructuring should be a part of a recommended approach for redesign.
- Add "Book Now" buttons to each of the hotel listing, with a link back to each hotel website. Use **UTM parameters** so that the BID can track how many hotel nights were booked directly from the website.
- Develop the site as more of an engagement tool to drive action such as hotel bookings and restaurant reservations.

Set up conversion tracking for hotel campaigns

[Conversion tracking](#) can help you understand how effectively your ad clicks lead to valuable customer activity on your website, such as bookings.

After you set up conversions for hotel campaign reporting, Google will send the booked hotel data to you to enable campaign performance tracking. This will allow you to monitor your hotel data and overall campaign performance.

Follow these steps to implement conversion tracking:

[Step 1: Install global site tag](#) ▼

[Step 2: Modify the global site tag hotel parameters](#) ▼

[Examples of global site tags configured \(Important\)](#) ▼

Instructions for Google Tag Manager

If you're using Google Tag Manager, you can implement the `gtag.js` for hotel ads by using the [custom HTML tagging](#) option to add the booked hotel variables. The global site snippet should be set to run on all pages, including the confirmation pages, and the event snippet should run on the confirmation pages only. We don't recommend using the Google Ads template because it doesn't support all variables for hotel campaign reporting.

UTM parameters: In a nutshell, UTM parameters are five tags you can add to the end of the URLs of marketing or promotional effort to track analytics and conversions.

Budget and Resource Allocation

Marketing Plan Component	Budget Amount
Advertising	\$20,000
Digital	\$40,000
Social	\$25,000
Print Materials	\$10,000
TV	\$10,000
Radio	\$10,000
Marketing Banners	\$10,000
New Website	\$20,000
VR/AR Experience	\$10,000
Google Virtual Tour	\$10,000
Professional Photography and Videography	\$20,000
Miscellaneous – subscriptions, fees, etc.	\$15,000
TOTAL	\$200,000

- **KEY TAKEAWAY:** Proposed budget allocates significant resources to digital, which is a cost-effective, high-impact area to target funds.
- **KEY TAKEAWAY:** Proposed budget allocates significant resources to social media, which will increase engagement and allow the BID to build valuable social assets.



Implementation Timeline



JANUARY 2022 TO DECEMBER 2022

YEAR 1

- Hold BID committee marketing workshop and approval of marketing plan.
- 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, that forwards to MyFortLauderdaleBeach.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.
- Update media kit.
- Deploy paid social media campaigns and incorporate creative used from "Discover FTLBeach" co-op campaign.
- Deploy content in accordance with approved marketing plan.
- Deploy marketing banners.



Implementation Timeline



JANUARY 2023 - DECEMBER 2023

YEAR 2

- Start production of AR experience.
- Launch grassroots PR and marketing strategies and tactics, including co-op efforts with key partners.
- Pitch and place articles.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Update media kit for winter season.
- Launch new DiscoverFTLBeach.com website and update the BID committee monthly.
- Deploy video content including “Discover FTLBeach” videos for social media and website.
- Create ads, in accordance with approved advertising plan.
- Continue paid social media campaigns.
- Deploy marketing banners.

Implementation Timeline



JANUARY 2024 - DECEMBER 2024

YEAR 3

- Continue grassroots PR and marketing strategies and tactics, including co-op efforts with key partners.
- Pitch and place articles.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Update media kit for spring and summer seasons.
- Host journalists for familiarization tour
- Continue deploying and building social media, SEO and web strategies
- Continue paid social media campaigns.
- Promote "LauderDeals" and create specific content around the topic
- Continue promoting Fort Lauderdale Beach as a world-class destination through media pitches, a robust digital strategies, and effective social media tactics to boost brand awareness.





MIGRATION STRATEGY



WEBSITE

MYFTLB WEBSITE: TODAY



- **Destination Guide:** Similar to a CVB or Tourism website where the primary focus is on the businesses and things to do in the area for both residents and visitors alike
- **Primary Focus**
 - **Things to Do** - Area Activities
 - **Places to Stay** - Accommodations
 - **Food & Drink** - Restaurant & Bars
 - **Getting Around** - Maps & Transportation
 - **Happenings** - Events
 - **MyFTLB Insider** - Interest Articles / News
 - Newsletter Archive
 - **LauderDEALS** - Seasonal Feature
- **Secondary Focus**
 - **About Us:** About the BID

TARGETED OBJECTIVES



- Capitalize on Visit Lauderdale Campaign
- Align With Visit Lauderdale Creative
 - Create Vibrant Image that Resonates with a Diverse Audience
 - Create Fresh / Highly Shareable Content
 - Strengthen Perception of Fort Lauderdale Beach through Eyes of Locals + Visitors + Influencers
- Recognize the BID as an Entity and the Contributions they make to the Community
 - Engage Business Community as Advocates for the Area
 - Attract Media / Gain Coverage

NEW NARRATIVE: WHAT MAKES US DIFFERENT?

What makes this beach destination different?

A VIBRANT AND DIVERSE COMMUNITY

WELCOMING EVERYONE UNDER THE SUN.

Enjoy twenty-four miles of golden sand to spread out on, wide open waterways to discover by paddleboard or yacht, waterfront restaurants with scenic views and delicious bites to savor, resorts and hotels from luxurious to laid back, and bright pops of color from arts and culture ranging from outdoor murals to museums.

Come see the difference for yourself.

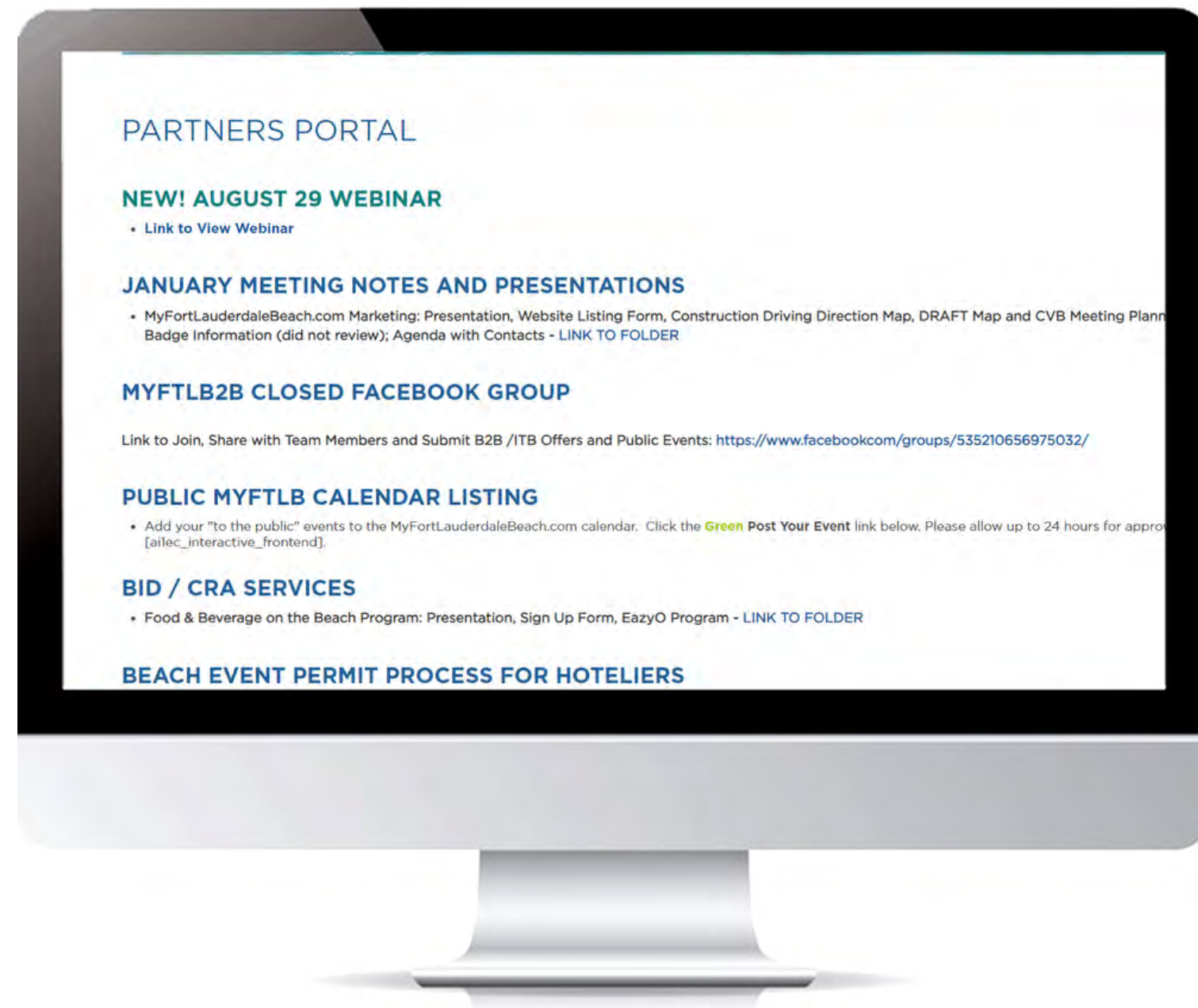


REFRESH CURRENT SITE



MIGRATION STRATEGY: OCT-SEPT

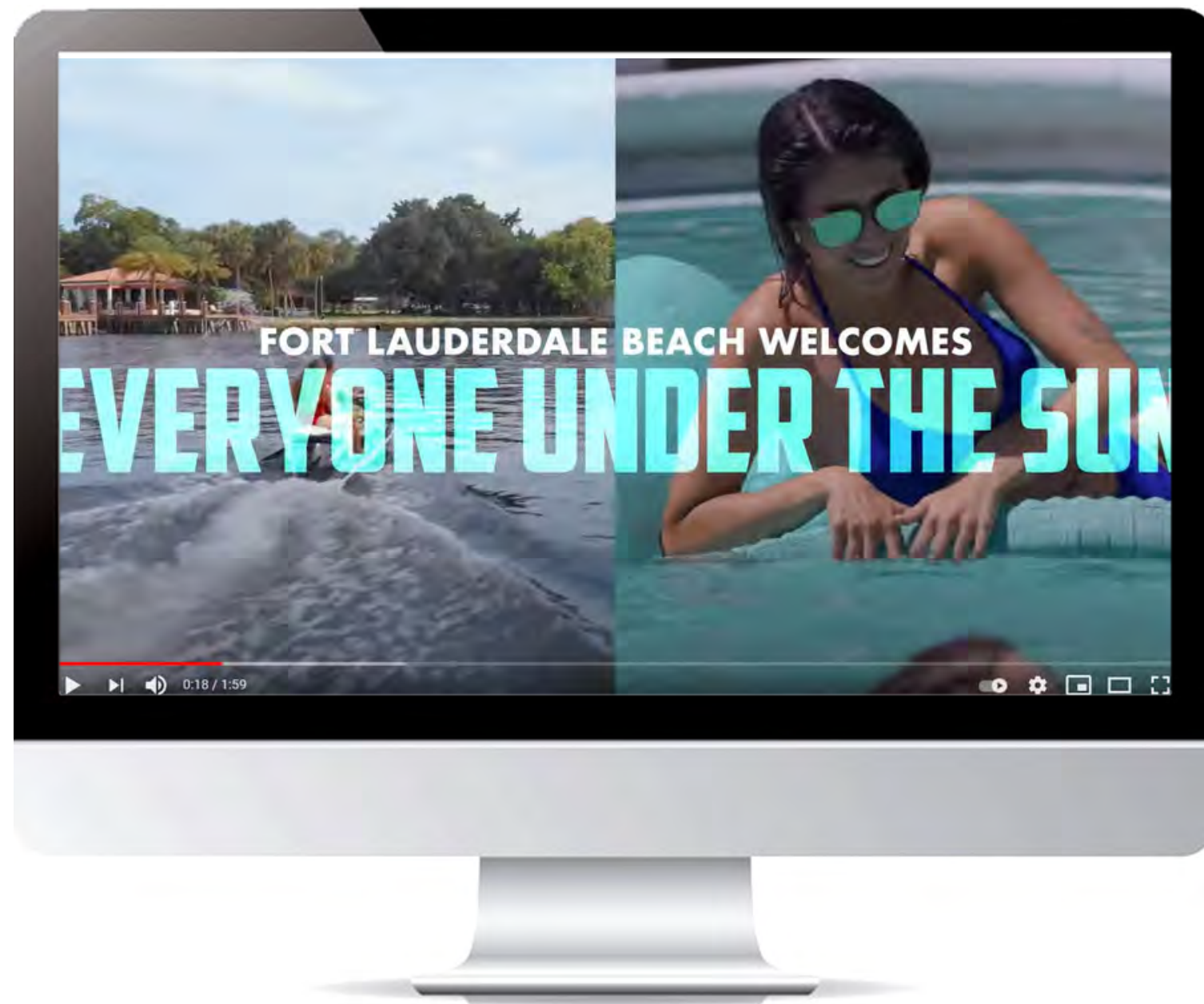
UPDATE PORTAL PAGE



- **ABOUT** - About the BID
 - Overview of BID / Responsibilities
 - Staff, Board, Meeting Agendas
 - Business Benefits
 - History / Community Contributions
- **COMMUNITY** -
 - **News** - Press and Newsletter Archive
- **BUSINESS DIRECTORY** - Same [Redirect]
- **EVENTS** - BID Funded [Add All Others]
- **CONTACT**

<https://myfortlauderdalebeach.com/partners/>

NEW NARRATIVE: WHAT MAKES US DIFFERENT



MyFTLB.com - Blog [redirect]

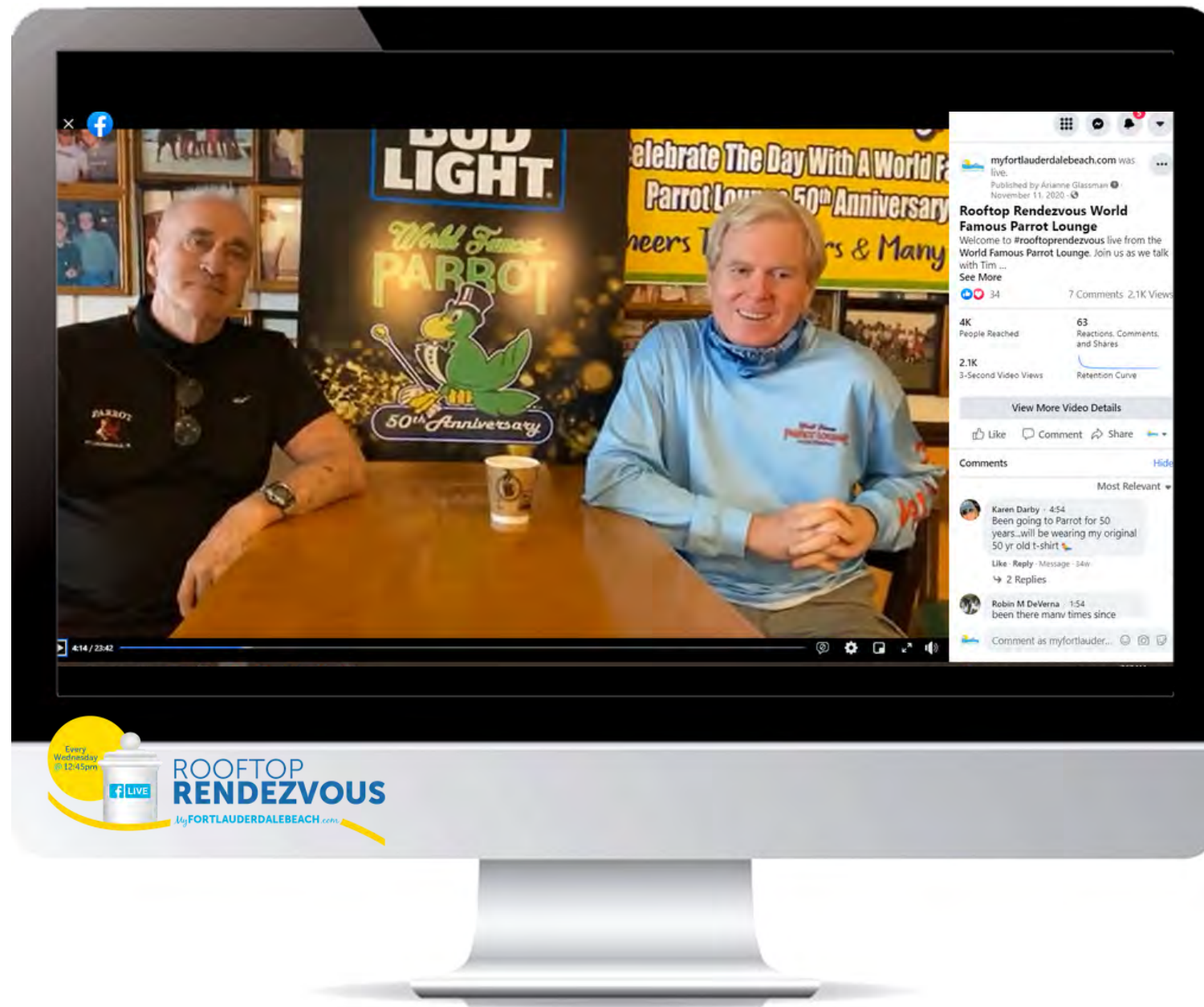
- Puts BID Business Community Members, Stakeholders, Locals and Visitors Front & Center
 - a. What Makes Us Different?

VIBRANT + DIVERSE COMMUNITY EVERYONE UNDER THE SUN

- Engages Business Community through Insider Perspective to Area via Storytelling and Tips
- Highly Shareable on Social Media
 - Engages Influencers as Content Contributors
 - User Generated Content
 - Hash Tag Feed from Social Channels

MIGRATION STRATEGY: OCT-SEPT

NEW NARRATIVE: WHAT MAKES US DIFFERENT A VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN



MIGRATION STRATEGY: OCT-SEPT

NEW NARRATIVE: WHAT MAKES US DIFFERENT A VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN

Oceanfront MEETING District

Experience Better Business When You Meet at the Beach



CLOSE THE LOOP

5.6 Miles from FLL Airport
3.8 Miles from Port Everglades
2.5 Miles from Convention Center

PEDAL
8 Bike Share Stations
Hotel Bike Programs
10 PeditCabs

SAIL
2 Water Taxi Docks
to Service Downtown
Hollywood, and
Oakland Park

RIDE
12 Free Ride Cars
in season seating 5 each
2 Looping Trolleys
seating 10 each

BOOTS ON THE GROUND

With 50 oceanside Restaurants and Bars attendees can walk to every meal and experience a global range of flavors while mixing it up with the locals.

18 FINE DINING RESTAURANTS
3,667 Oceanview Seat plus Private or Semi Private / Private Dining for 60 - 390

50+ RESTAURANTS & BARS

50+ WEEKLY LIVE MUSIC OPPORTUNITIES
Entertainment District - Open Until 4am

WORK/LIFE BALANCE

Whether enjoying Beach Yoga or participating in a Beach Clean Up at Sunrise or taking in an Afternoon of Beach Olympics or attending a Fishing Rodeo, there is no shortage of ways to engage attendees with Team Building Activities or Opportunities to Enjoy some Time Off.

SHOW ON THE ROAD

2.0 Miles from Las Olas Boulevard
2.1 Miles from Galleria Mall
2.4 Miles from Downtown Arts District
3.5 Miles to Brightline Station for Day Trips to Miami & West Palm Beach

CHECK IN AIR IT OUT

60+ LUXE RESORTS RETRO HOTELS LGBT LODGING

From luxe resorts to retro hotels, groups up to 5,000 can comfortably host their weekend executive retreats to citywide's oceanside, amidst a walkable district that will satisfy the adventurer and foodie, as much as those who want to chill.

4,666 4-5 Diamond Rated Rooms
12 Superior Small Lodging Hotels
9 LGBTQ Properties

OUTSIDE THE BOX

Scalable and diverse, combining indoors and out - beachfront and poolside - even along our famed waterways', Fort Lauderdale Beach itself offers more than 300,000 sq. ft. and 150 unique spaces, to conduct intimate meetings or grand galas with ease

151 Hotel Meeting Spaces
Accommodating 10 to 1,200

290,589 SQ. FT. OF FLEXIBLE HOTEL BANQUET & MEETING SPACE

plus **3 PRIVATE BEACH 13 POOL DECK EVENT SPACES**

You'll Be MEETING Me!

Experience Better Business When You Meet at the Beach



ABOVE-BOARD

EDUARDO FERNANDEZ, Chair
Sonesta Fort Lauderdale Beach

AMAURY PIEDRA
Hyatt Pier 66

KAREN CHASTAIN
Marriott Harbor Beach Resort and Spa

ROBYN CHIARELLI
Fort Lauderdale Sun Trolley

GREG COOK
The Ritz-Carlton, Fort Lauderdale

LIGIA COLLINS
Bubba Gump Shrimp Company

KATHRYN DAY
Hilton Fort Lauderdale Beach Resort

HEIDI DENNIS
Pelican Grand Beach Resort

BLANKA DEWAPURA
Atlantic Hotel & Spa

JIM ELLIS
Friends of Birch State Park

ALEXIS ESPEJO Marketing CoChair
W Fort Lauderdale

ARIANNE GLASSMAN Marketing CoChair
Beachspot Hospitality

LAURIE JOHNSON
The Westin Fort Lauderdale Beach Resort

ROBERT KEESLER
Gallery One, Doubletree by Hilton

INA LEE
Travelhost of Greater Fort Lauderdale

ANNA MACDAMID
W Fort Lauderdale

RAMOLA MOTWANI
Merrimac Ventures

JIM PANGALLO
Lago Mar Resort & Spa

CARLOS SALAZAR
B Ocean Fort Lauderdale

TIM SCHIAVONE
World Famous Parrot Lounge

PATRICK SHAVLOSKE
Bonnet House Museum & Gardens

ELISA STONE
Covenant House Florida

BILL WALKER
Water Taxi Fort Lauderdale

With a united business community dedicated to your success, attendees will experience a consistent SunSational level of hospitality throughout the Fort Lauderdale Beach District, whenever they end up meeting.

32 MEMBERS
GFLCC BEACH COUNCIL BOARD
GFLCC BEACH COUNCIL MARKETING

8 MEMBERS
FLORIDA RESTAURANT & LODGING ASSOCIATION BOARD

4 MEMBERS
GFLCVB MARKETING ADVISORY COMMITTEE

12 WINNERS
SUNSATIONAL SERVICE AWARD

DEDICATED MICROSITE

MyFLB.com/Meetings

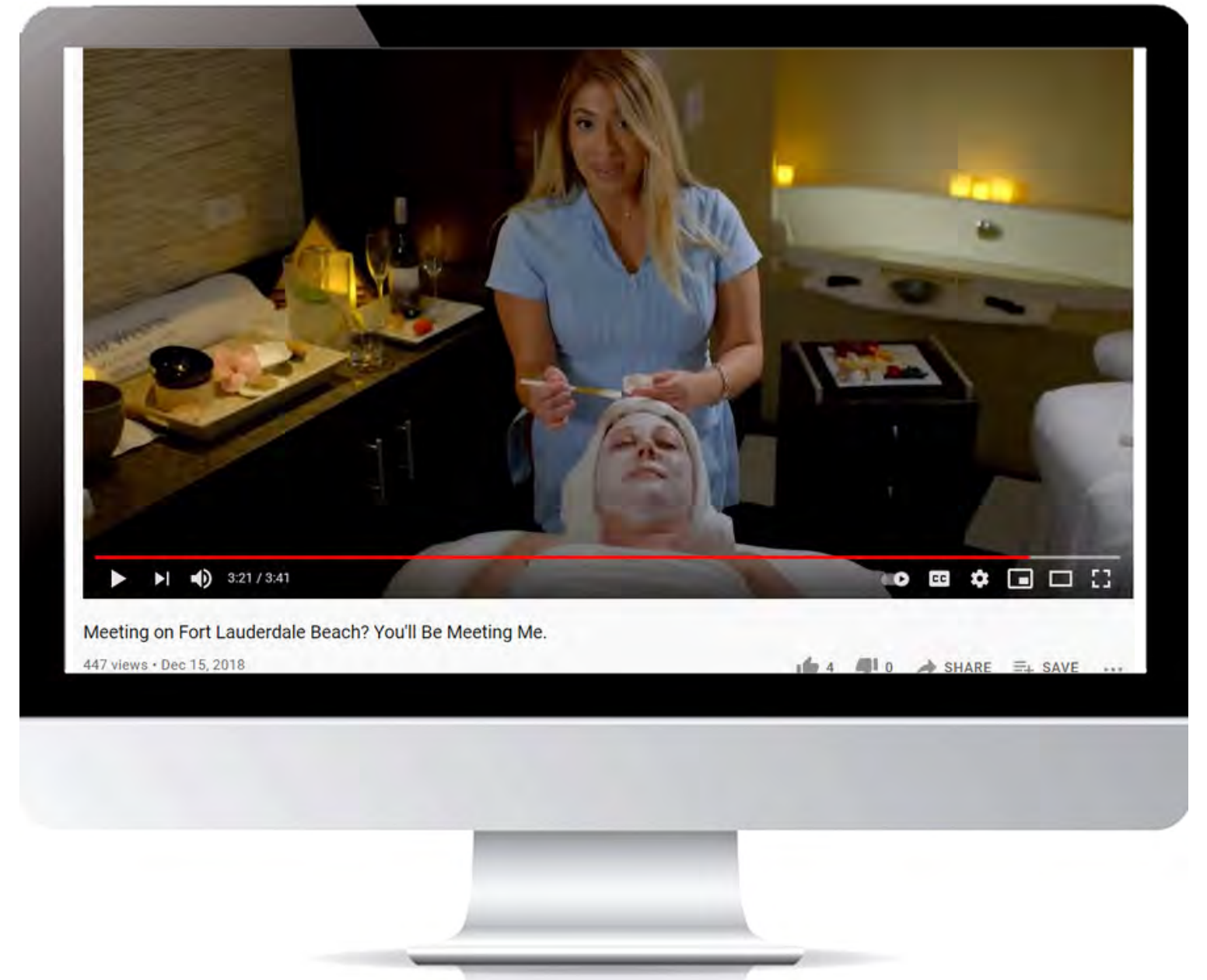


CUSTOMIZABLE TEMPLATES
Downloadable Resources for Meeting Planners of Everything there is to do in walking distance from the Oceanfront Meeting District

- Places to Dine Directory | Dine Arouds
- Things to Do Directory | Group Tours
- Upcoming Event Calendar
- Teambuilding Activities
- Group Experience Packages

INCENTIVES

- Ticket Packages to World Class Events
- FAM Tours of Fort Lauderdale Beach
- Monthly Webinar & What's New Newsletter
- Social Promotion for Public Activation & Events





SOCIAL / WEB

25 – 35% of Marketing Budget

- Website Upgrades/Updates \$3,875 / one time
- New BID Site \$7,750 / one time
- Email Marketing Service \$2,400 [\$200/mo.]
- Social Ads / Boost Posts \$8-\$12,000 / yr.
- Print on Demand Store Set Up ... \$1,000 / optional
- AR Experiences \$2,500
 - Unite AR Annual \$540
 - Programming \$2000
- Spark Facebook Profile Frame \$150
- WooBox Contest APP Annual \$375 / annual
- Hosting Fees \$300 / annual

Not Including Original Photography / Video. Budgeted \$19,000 - \$25,000 from PR Bucket



SOCIAL

SOCIAL PLATFORMS



No Handle Change
@myftlb
[@FTLBeach](#)



No Handle Change
@myftlb



No Handle Change
@myftlb



No Handle
Need 50 More
Followers



No Handle Change
@myftlbeach

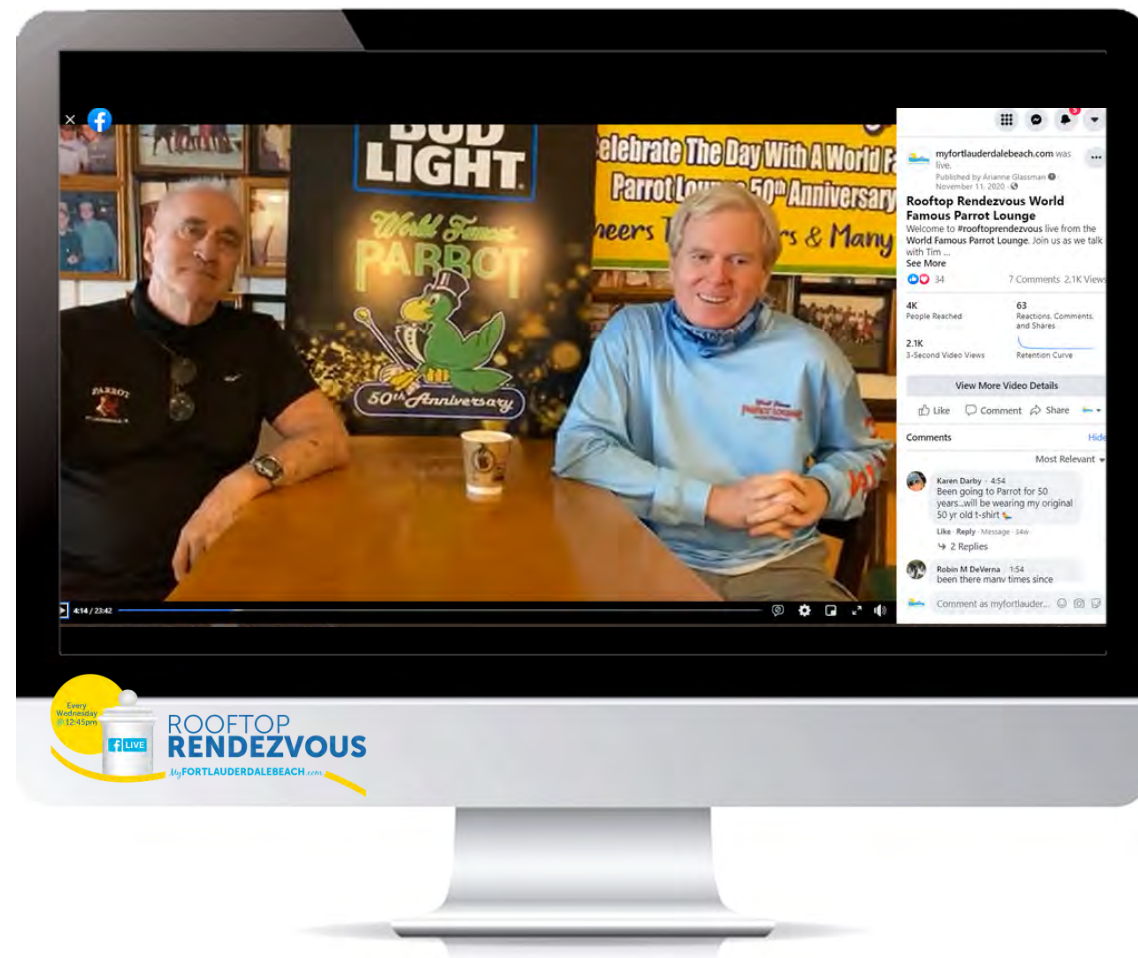


Opportunity Add
[@FTLBeach](#)

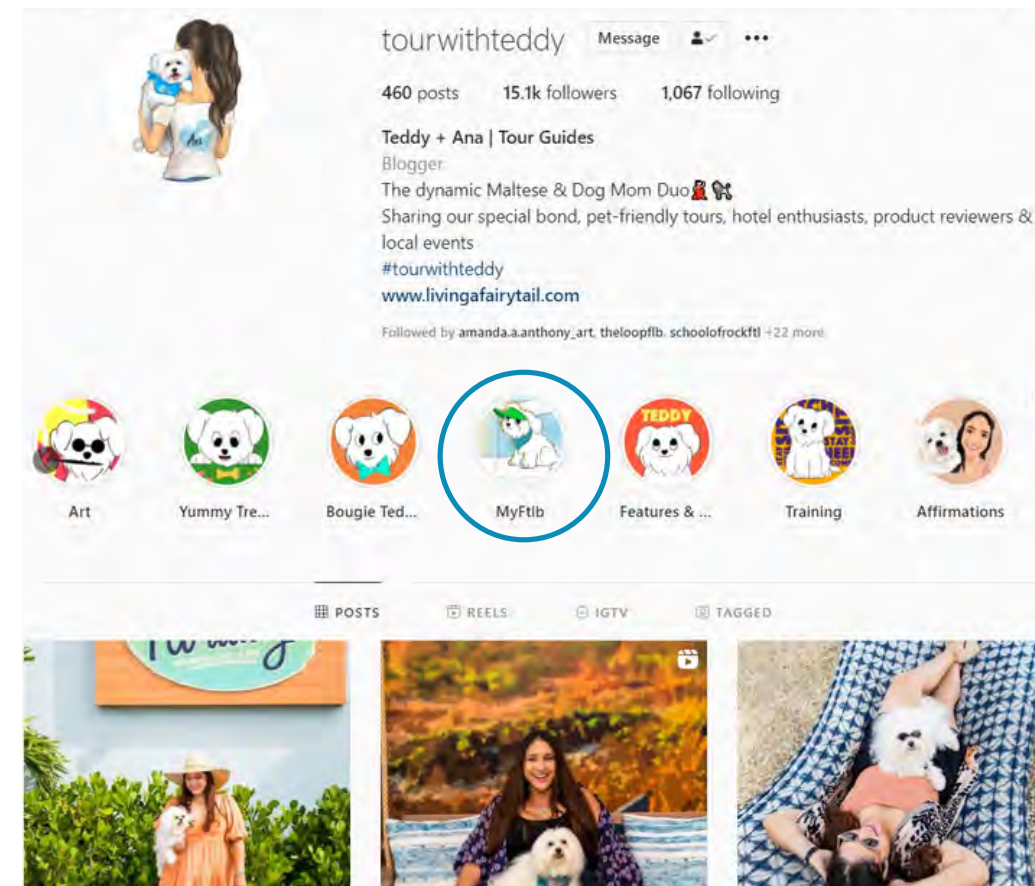
SOCIAL ANGLE: WHAT MAKES US DIFFERENT

VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN.

Video Profiles
Business Community



Special Interest Collab's
IG Influencers



Special Event Collab's



Podcast Collab's



SOCIAL ANGLE: WHAT MAKES US DIFFERENT

VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN.

Business Community Collab's. Go Orange



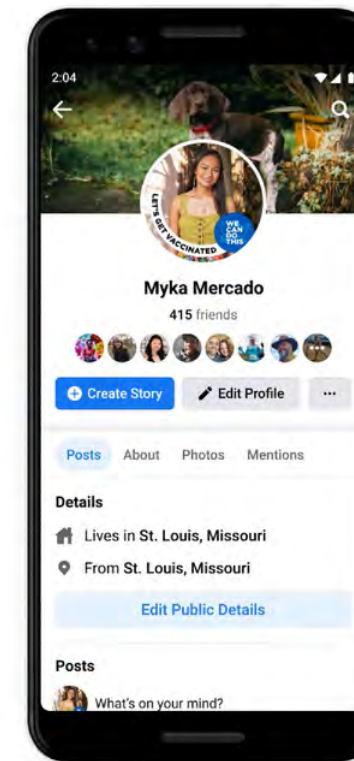
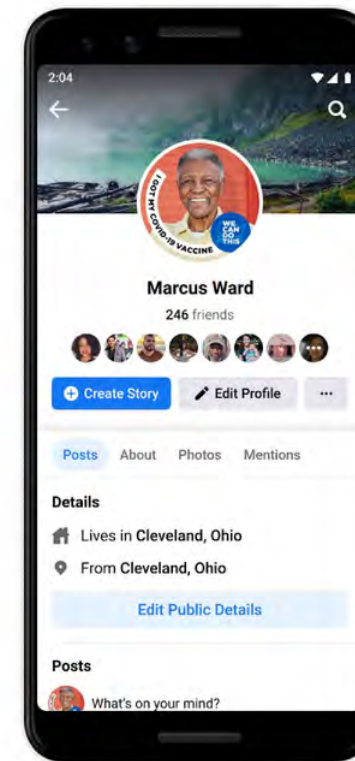
Throughout the month, FRLA member restaurants, hotels and businesses will Go 'ORANGE' in support of the Feeding America nationwide #HungerActionMonth initiative, with the goal of raising \$5,000, equaling 30,000 meals.

Businesses include: Spazio, The Ritz-Carlton, Fort Lauderdale, Friday Night Sound Waves, Fort Lauderdale Marriott Harbor Beach Resort & Spa, Diplomat Resort & Spa Hollywood, Margaritaville Hollywood Beach Resort, Tsukuro, Fiberbuilt Umbrellas, The Art Institute of Fort Lauderdale, Vantage Hospitality, Bokamper's Sports Bar & Grill, Grille 401, Sonesta Fort Lauderdale Beach, and more!

To learn more about
<http://bit.ly/FRLA>



Social Profile Frames; Spark/ LOVE FTLBeach



SOCIAL ANGLE: WHAT MAKES US DIFFERENT

VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN.



MIGRATION STRATEGY: OCT-SEPT



EMAIL

CONTENT CURATION

General Search

Monthly Awareness Days / Holidays

Follow FB Groups

- Sunny Specialist [VL]; FTL Beach Happenings

Stakeholder Email Overview

- Sent before any major happening, and
- Sent Monthly by 10th for newsletter info
- Reminder to:
 - Add / Submit Events for Calendar
 - TAG Posts for Re-post
 - Check Listing for Current Info
- Request for:
 - Holiday / Blog Round Up Info
- Industry News - i.e. LauderDEALS sign up
- BID Funded Event Opportunities
- Dropbox Link & Google Doc Link for upcoming events and creative

- **NEWSLETTER INCLUSION / ROUND UPS** - due by / before 4/27 for newsletter or ongoing for website
 - AIR SHOW EVENTS Weekend of May 8-9
 - MOTHERS DAY Sunday, May 9
 - MEMORIAL DAY WEEKEND May 28-31
- **BID FUNDED EVENT OPPORTUNITIES + [FREE MARKETING]**
- **VOLUNTEER OPPORTUNITIES**
 - **Great American Beach Party** [Saturday, May 29 - 9am - 6pm]
 - NEED: Collateral / Flyers / Coupons for the MyFTLB Information Booth.
- **SPONSOR A DEDICATED 10 x 10 MARKETING BOOTH** - \$75
- **LAUDERDEALS is just over 1 month away**
 - Sign up for this free program offered by Visit Lauderdale.
 - View Details - [HERE](#) - within the presentation are links per business category to sign up - FREE!
- **MYFTLB.com Info Request**
 - Please see attached May social post / blog post - feel free to submit photos/ details on any online to:
<https://form.jotform.com/210024658029147>
- All Events, please add to: myfortlauderdalebeach.com/events
- Remember to TAG @myftlb on FB or IG for social shares IRT
- For Event posted on Facebook, add @MyFTLB as a Co-Host to notify - we will not accept - but will ADD your event to all four Facebook Pages



The Beach is your Catwalk, or in Cooper's case, a Dogwalk, Hello Dog Days of Summer on FTLBeach. MarieS.

- THINGS TO DO**
- DINING & NIGHTLIFE**
- PLACES TO STAY**
- GETTING AROUND**
- UPCOMING EVENTS**
- SPECIAL OFFERS**

AUGUST 2021

Greetings!

When the eighth month of the year rolls around, a little bit of melancholy sets in. The kids will be heading back to school in a few weeks. Those first summer vacation adventures are pushed down your Instagram feed. Even Pinterest posts call out August as "the Sunday of Summer" - so it's natural to think of it as an end.

Still August is kind enough to turn our frown upside down by giving us 31 Days of every day celebrations, and Happiness Happens Month. Plus, there are really 54 days until Fall takes over to squeeze in some extra summer fun. And with the annual **LauderDEALS** in full swing and 61 days strong - there are plenty of things to do and places to discover to make August *the Sunday (Funday) of Summer*.

To celebrate all these happy moments and memories yet to be made, starting August 1, we will share the things that make us happy on our [Instagram Page](#). Think of it as a Happiness Happens Month takeover – and you are invited too! Simply follow and tag us in your photos, so we can share your Fort Lauderdale Beach finds, and what happiness means to you.

DESTINATION: Fort LauderDEALS Beach



Ooh, Ahh ... it's officially time to Dine & Spa. LauderDEALS is in full swing with the addition of [Dine Out Restaurant Month](#) and [Spa Days](#) beginning August 1. During the final two-months of the annual campaign, locals and visitors can now pair deals on places to stay and play with those to dine and shine. View the Guide and make the most of the next 61 days.



The Early Bird catches the Deal at Casablanca Cafe. 3-Course Dinner for \$35. Sun - Thur 5-7pm
 Dinner with a View and Live Music too at Spazio Italian Restaurant & Wine Lounge. Daily. 4-11pm.
 A trio of services at Heavenly Spa by Westin allow men to enjoy Spa Days too.

[VIEW THE GUIDE](#)

DOG DAYS OF SUMMER



We often hear about the "dog days" of summer, but few know what the expression means. The phrase is actually a reference that, during this time, the Sun occupies the same region of the sky as Sirius, which is part of the constellation Canis Major, aka, "Greater Dog." Ancient Romans believed Sirius gave off heat and added to the Sun's warmth. Thus, the term Dog Days of Summer came to mean the 20 days before and 20 days after this alignment of Sirius with the Sun - July 3 to August 11 each year.

History lesson and stars aside, we're *Sirius* about our four-legged friends, not just in the summer but all year-round. And we are pretty sure whoever coined that other famous phrase, "It's a dog's life," must have done so after a visit to Fort Lauderdale Beach.

[VIEW THE GUIDE](#)

LIVE LIKE A LOCAL: Touring FTLBeach with Chef Paula DaSilva



Ever wonder where the locals go, even if you are a local? If you do, well we've got the inside scoop. Produced by Condé Nast Traveler in partnership with Visit Lauderdale and our City of Fort Lauderdale's BID, The Ritz-Carlton, Fort Lauderdale Executive Chef, Paula DaSilva, takes you on an 'insiders' walking tour to discover some of her favorite spots on and around Fort Lauderdale Beach to dine, stay and play.

[VIEW THE TOUR](#)

Summer Celebrations

Every Day is a Reason to Celebrate on FTLBeach



Oyster Day, August 5. Enjoy a complimentary beer or glass of bubbly and a beachside view at Burlock Coast with your purchase of a dozen oysters.
 A special bonus during **National Farmers Market Week (8/1-8/7)** is the **4th annual SOS Ocean Conservation Day** during the weekly Saturday Farmers Market.
 A few days shy of August's full moon, **Movies by Moonlight** continues to shine as the latest free to the public event presented by the City of Fort Lauderdale BID.

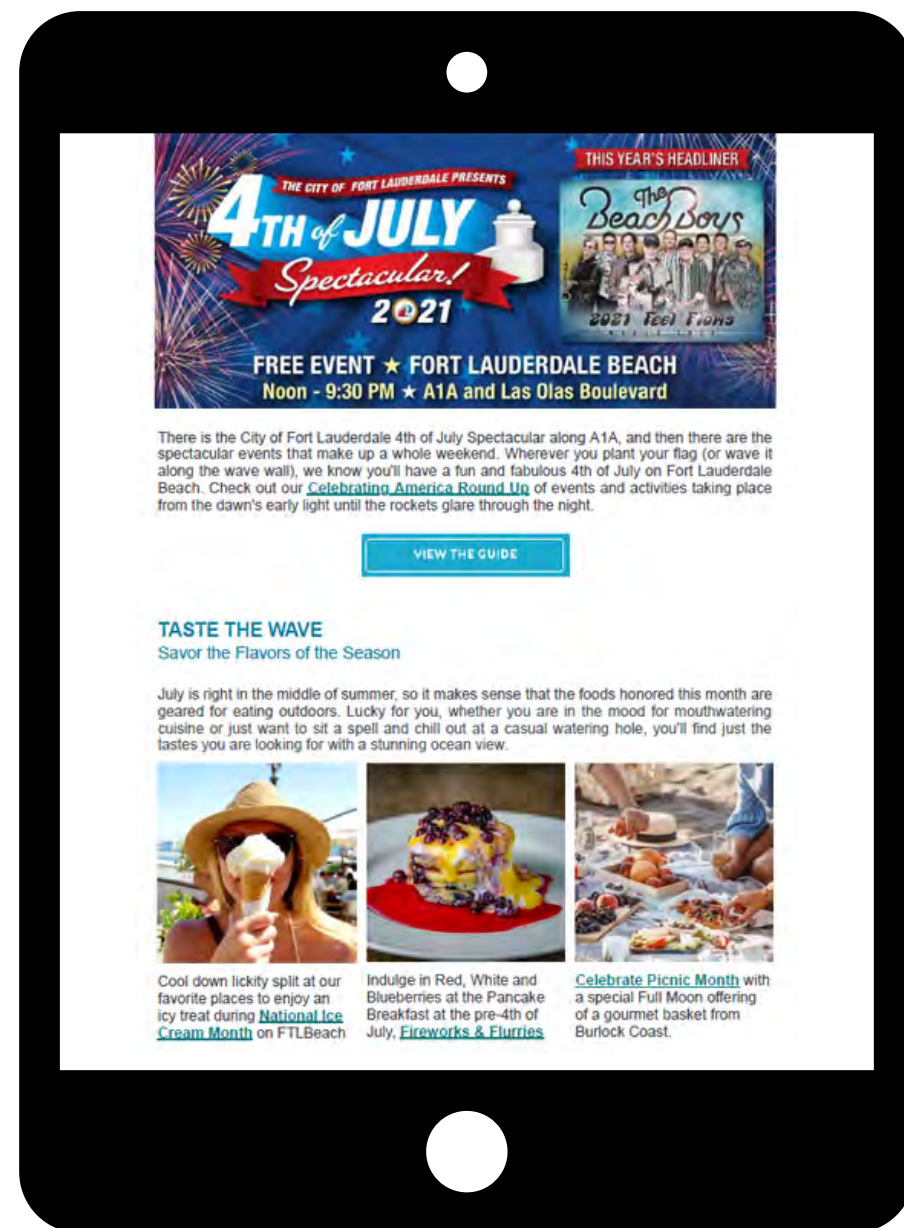
[VIEW ALL EXPERIENCES](#)

www.MyFortLauderdaleBeach.com

Brought to you by the City of Fort Lauderdale Beach Improvement District

NEWSLETTER: WHAT MAKES US DIFFERENT

VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN.



Consumer Email Content Overview Examples

- Feature - Major Event / Promotion
 - February - Super Bowl / Valentines Day
 - March - Youth Art Month - Bonnet House Art Experiences
 - April - Tortuga Music Festival
 - May - Senior National Games
- Seasonal Topic - **tied to community campaigns for cause**
 - February - Random Acts of Kindness Week
 - March - Spring Vacations
 - April - National Pet Month / Physical Wellness Month
 - May - MDW Military Month / Photo Month (contest)
- Live Like a Local Topic
 - >>> **Meet A Local, or**
 - >>> **Featured Business of the Month**
- Open - Changes Monthly

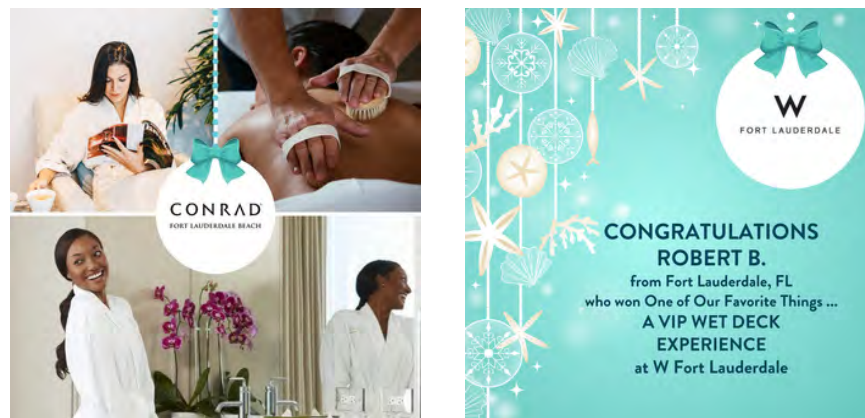


CONTESTS / SWEEPSTAKES

CONTESTS/ SWEEPSTAKES

OUR FAVORITE THINGS

December 1 - 24, 2020



4,148 Contest Views
 1,350 Entries
 1,715 Website Visits
 550 NEW Website Visitors
 312 New FB Followers
 448 New Opt-In Emails
COST \$0.00



FEBRUARY

- Random Acts of Kindness Week
- Surprise and Delight Moments

MARCH

- FNSW / Spring Recipes
- Twitter Day - 21

APRIL

- Celebrate Diversity
- Couple Appreciation Month
- Jazz Appreciation Month
- National Humor Month

MAY

- Family Reunion Month
- Family Wellness Month
- Military Appreciation Month
- National Photo Month

MIGRATION STRATEGY- JUL-OCT

CONTESTS/ SWEEPSTAKES

VIBRANT + DIVERSE COMMUNITY. EVERYONE UNDER THE SUN.

Annual Business Contest



Social Page Cover Contest



Additional Reference Documents:

- 1) July 7, 2022 Meeting Minutes
- 2) Visit Lauderdale Marketing Plan

**APPROVED MINUTES
 BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
 REGULAR MEETING
 Monday, July 12, 2021, 3:30 P.M.
 CITY HALL, 8th Floor Conference Room
 100 North Andrews Avenue
 Fort Lauderdale, FL 33301**

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	11	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	11	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> (arrived at 3:38 p.m.) Michael Chiusano, Alternate	P	7	4	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	A	9	2	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	8	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	6	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	10	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	9	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	4	2	0	0

Staff

Cija Omengabar, CRA Planner
Clarence Woods, Northwest CRA Manager
Tasha Cunningham, BID Manager
Arianne Glassman, Website Manager
Vanessa Martin, Business Manager
Lisa Tayar, Prototype, Inc.

Guests

Ina Lee

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:32 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – May 10, 2021**
- **Regular Meeting – June 21, 2021**

Motion made by Mr. Hughes, seconded by Mr. Fleming, to approve the minutes of the May 10 and June 21, 2021, Regular Meetings. In a voice vote, the **motion** passed unanimously.

III. Breakers Avenue Update

Clarence Woods, Northwest CRA Manager, provided an update on the legal opinion from the City Attorney. He noted City Attorney Memo No. 21-093 was attached for the record, opining that spending of BID funding outside of A1A for physical improvements would not constitute an allowable expense.

Chair MacDiarmid asked who would be responsible for letting the developers on the project know about the decision.

Mr. Woods stated the Transportation and Mobility Department had received the memo and would be able to inform the developers. He reiterated that it was not the BID or the CRA denying the funding. He noted the Board had previously taken action to approve the funding subject to the legal opinion.

IV. BID Rebranding Strategy Plan

Tasha Cunningham, BID Manager and Arianne Glassman, Website Manager, shared a PowerPoint presentation integrating the new logo into a new rebranding strategy.

Ms. Cunningham reviewed the goals of the rebrand and explained how resources would be leveraged. She shared statistics showing the current state of the travel economy and

discussed the trends. She stated the branding would move away from the area's image as a Spring Break haven and position Fort Lauderdale Beach as a world-class travel destination. She discussed key audiences and concentration on promoting staycations to South Florida residents. Continuing, Ms. Cunningham reviewed partnership opportunities, including working with micro and macro influencers to engage on social media. She discussed strategies.

Continuing, Ms. Cunningham explained staff wanted to create discoverftlbeach.com to match the ongoing campaign, but that would be a time-consuming process, so in the meantime a vanity URL was created to forward to www.MyFortLauderdaleBeach.com, the current BID-funded website. She asked the Board to consider the options and provide feedback.

Ms. Cunningham stated she was also working with Cija Omengebar, CRA Planner, to revise the BID application process to hold grant applicants more accountable for marketing. She explained they would like to add a marketing review meeting to meet with the event producers to go over their sponsorship deck and use of the BID logo. She suggested tying the grant funds to a metric to ensure Return on Investment (ROI). Ms. Cunningham reviewed the proposed timeline and budget range for the rebranding effort.

Chair MacDiarmid expressed appreciation for the ROI being included in the plan. She added that she liked the marketing review meeting and the report after the event.

Ina Lee commented that a lot of the marketing seemed to be going after millennials, but if you ask the hotel General Managers, their markets are older. She stated that myfortlauderdalebeach.com had been developing traction for many years, and she had concern about changing.

Ms. Cunningham responded that the original thought was to merge the sites and stated Ms. Glassman would talk more about that.

Ms. Lee stated that 10 percent of the CVB's marketing budget was going toward a luxury campaign, and she thought it was important to tie into what they were doing and work closely together. She noted it would be extremely important as tourism became more competitive again to go after that market. Ms. Lee stated that it had been a challenging year and she liked the work that was going into the BID's efforts.

Ms. Glassman continued to review the PowerPoint presentation, discussing the migration strategy for the website. She shared the history and stated they did not want to start with a new domain from scratch, as the current site has domain authority and was gaining traction online. She discussed strengths of the site, including searchability. Ms. Glassman addressed objectives of the website, including capitalizing on the marketing campaign, and developing a new narrative to recognize the BID. She reviewed the planned content for the new site.

Mr. Hughes asked about the website traffic analytics, noting the organic search was high

and social media was low. He asked if the recommendation was to spend some money on social media to increase that.

Ms. Glassman responded that organic, direct, and referral traffic were free, but social media costs money, and there has not been a budget for that. She noted there used to be a line item for the expense.

Mr. Hughes asserted that this represented an opportunity.

Ms. Glassman continued reviewing the PowerPoint, discussing the BID's social media presence and audience. She addressed Generation X as an underrepresented market. She discussed email marketing and contest promotions.

Mr. Fleming asked if the proposal was to maintain two (2) websites.

Ms. Cunningham stated they wanted to make the website match the campaign, and the options were to reskin the current website to match the campaign or do a completely different website.

Mr. Fleming stated that he thought the BID should keep the site already in place and forward things on.

Chair MacDiarmid asked how the followers would be kept if the site was transferred.

Ms. Glassman noted that staff did not agree on the issue. She stated the campaign would be at discoverftlbeach.com, but she was not sure if it was the long term. She discussed the idea of keeping a BID site and a forward-facing that kept the "my" in place. She noted everything would be built together, but traffic could be built separately.

Chair MacDiarmid asked the next steps.

Ms. Omengabar stated there are costs associated with all the work that goes into the website and pointed the Board toward the budget in the meeting backup materials.

Chair MacDiarmid asked for clarification on the costs.

Ms. Cunningham responded that there was a range for the Board to use in determining what to allocate.

Discussion continued regarding the consumer-facing website and business site, as well as the budget for the rebranding strategy.

Ms. Omengabar suggested holding the decision until after the budget review.

V. Discussion and Recommendation of BID Budget Fiscal Year 2022

Ms. Omengebar explained the budget handout. She explained that if the Board approved all proposed funds, there would be \$157,000 uncommitted.

Vanessa Martin, Business Manager, presented the proposed budget. She noted the cost for staff time was deleted, and \$723,000 was in reserve. She stated that anything that could be figured out ahead of budget time was helpful, because otherwise budget amendments would be required.

Mr. Fleming suggested if the Board wanted to move forward with the rebranding, the funds should be pulled from reserves, as it would be a commitment to the future.

Ms. Martin explained that if pulling from reserves was the direction of the Board, she would make a one (1) time move at the time of budget adoption.

Chair MacDiarmid asked for clarification on what happens to funds not used.

Ms. Martin responded that the funds would go into reserves.

Discussion continued regarding the budget and allocation of grants to applicants.

Ms. Omengebar explained that recommending the budget for approval was an understanding that the total allotment was \$1.16 million, but individual grants would still need to go before the Board for approval.

Chair MacDiarmid asked for and received consensus on moving funds from reserves for the rebranding project.

Ms. Omengebar explained the procurement process briefly.

Motion made by Mr. Hughes, seconded by Mr. Esteves, to move \$200,000 from reserves to the general budget for FY 2022. In a voice vote, the **motion** passed unanimously.

Motion made by Mr. Fleming, seconded by Mr. Kusich, to approve the FY 2022 budget as amended. In a voice vote, the **motion** passed unanimously.

VI. BID Manager Update

- **Co-Op Promotional Campaign Update**
- **BID Applications – Potential Applicants**

Ms. Cunningham gave a brief update, explaining a press release would be sent out shortly and information would be available at the next meeting. She shared the list of potential grant applicants and stated the presentations would be in August and September.

Mr. Fleming asked about incorporating web links into the expectations placed on events funded by the BID, similar to the benefit received from the Tortuga Festival.

Ms. Cunningham stated she would be making sure all of the applicants had a robust marketing plan linking back to the BID.

Ms. Glassman stated the Board and staff had previously worked with Tortuga to benefit the BID area beyond a logo and link.

VII. Communications to the City Commission

None.

VIII. Old/New Business

- **Staffing Transition**

Ms. Omengebar stated the BID would be transitioning to management by Sara Spurlock and noted she would likely attend the next meeting.

Chair MacDiarmid added that Ms. Spurlock would be the new Clarence Woods.

- **Holiday Display Preference Update**

Ms. Omengebar stated there had only been four (4) members at the last meeting, so additional feedback on the options for the snowman was needed.

Chair MacDiarmid noted they had asked for the QR code to be added. Ms. Cunningham stated that the QR code had been created and shared with the City.

- **Lifeguard Towers Enhancement Update**

Ms. Omengebar noted the Board had asked for an update on the lifeguard tower enhancement. She stated the Parks and Recreation Arts Board was working on the project and were currently in the process of selecting artists.

- **Las Olas Marina Detour Plan Update**

Ms. Omengebar stated she did not yet have a schedule for the Las Olas Marina detour. She explained a licensing agreement had been signed and the project was in the permit process. She noted they should have an update by September, and she would reach out to their public information office to remind them that a presentation was needed.

- **August Meeting Agenda Item Recommendations**
 - **South Beach Lot Project Update**
 - **BID Funding Applications**
 - **Tortuga Festival Update**

Ms. Omengebar shared items planned for the August agenda, including funding applications for FY 2022.

Ms. Lee stated the Beach Boys concert had been broadcast live on CNN globally, and asserted that they should promote it widely, because you can't buy that kind of publicity. She added that the beach had never seen this concentration of fourth quarter events, and she thought there needed to be overarching public relations press releases from the BID.

Ms. Cunningham responded that was in the plan.

Ms. Lee asked what the Board had determined about the website issue.

Mr. Hughes stated there would be two (2) websites.

Ms. Cunningham stated the campaign was "Discover FTL Beach," so staff had purchased the website and set it up to forward to myfortlauderdalebeach.com. She outlined the call to action and advertisement utilizing the site.

Discussion continued regarding the website. No decision was made.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:09 p.m. The next Regular Meeting of the BID is scheduled for August 9, 2021, at 3:30 p.m.

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

Attachments:

BID Manager Update PowerPoint presentation
City Attorney Memo No. 21-093

Like Never Before

NEW BRAND. NEW DEMAND. NEW POTENTIAL.



FY22 Marketing Plan



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

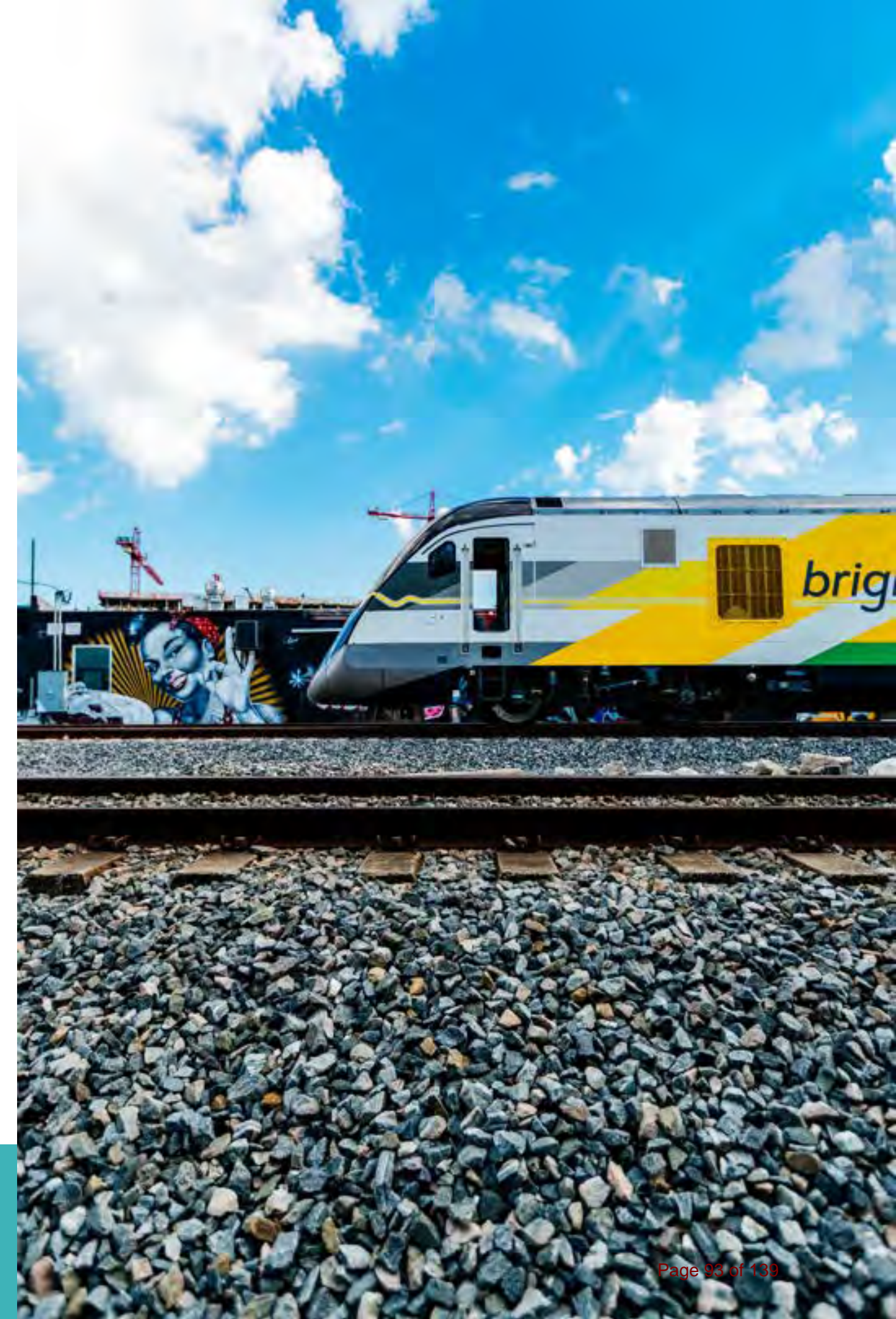
*In 2022, the demand for
travel will be unprecedented.*

BUT THE COMPETITION WILL BE FIERCE.



Situational Analysis

- Leisure travel will see heightened competition.
- Group travel is already making a comeback.
- Marketing must be aggressive, responsive and flexible.
- The new, post-pandemic travel economy provides substantial opportunities.





Research

THAT TAKES A DEEPER DIVE

Research

NATIONAL LEVEL

- Longwoods International
- Skift
- Destination Analysts
- U.S. Travel
- Visit Florida
- Arrivalist

REGIONAL LEVEL

- Adara
- Sojern
- Amobee
- Bureau of Labor Statistics
airline data
- Google Analytics
- Smith Travel Research



Who We'll Reach

YEAR-ROUND DEMOGRAPHICS:

- Adults, primarily women (age 25-54)
- Secondary target of adults 35+ years
- Multicultural travelers
- LGBT+ travelers

SUMMER TRAVEL SEASON:

Multigenerational travelers and families (age 25-54)

WINTER TRAVEL SEASON:

Couples, focusing primarily on women (age 45-64)

EVENT/CAMPAIGN CENTRIC:

Varies by event/campaign



Where We'll Reach

DOMESTIC MARKETS:

Primary Year Round:

- New York, Chicago, Washington DC, Atlanta, Boston, Dallas, Houston, Baltimore, Philadelphia

Secondary Winter Markets:

- Cincinnati, Columbus, Cleveland, Detroit, Minneapolis

IN-STATE:

- Miami, The Palm Beaches, Orlando, Tampa



Plan Goals

INCREASE DESTINATION

awareness, occupancy, average daily rate, visitor spend and more

LEVERAGE

post-pandemic travel opportunities



Objectives

- Use improved research, metrics and analysis
- Devise a paid media plan
- Launch advertising, public relations and social campaigns that are innovative and integrated
- Engage through all marketing channels and markets
- Capture more of the post-pandemic traveler than the competitive set



An aerial photograph of a tropical coastline. In the foreground, a wide, sandy beach is dotted with palm trees and people. To the left, a dense cluster of modern, multi-story buildings with white and blue facades stretches along the shore. The ocean is a vibrant turquoise color, with gentle waves lapping at the beach. The sky is a deep blue with wispy white clouds. The overall scene is bright and sunny, conveying a sense of a vibrant, coastal city.

Measurement

SMILES ARE JUST THE BEGINNING

KPIs

DESTINATION METRICS:

- TDT Revenue
- Occupancy
- Average Daily Rate (ADR)
- Revenue Per Available Room (RevPAR)
- Economic Output
- Available Inventory Growth

MARKETING METRICS:

- Advertising
- Public Relations
- Social Media
- Website





Marketing That WELCOMES EVERYONE UNDER THE SUN



Overarching Strategy

INCREASE AWARENESS AND VISITATION
through the most cost-effective means
possible

AMPLIFY

the new Visit Lauderdale brand through
every available channel, strategy and tactic



*Surprise and
Delight at
Every Turn*

Leisure Advertising Strategy

Effectively speak to our target audience in all phases of travel planning, from dreaming and research, to consideration, planning and booking.

TACTICS:

- Target prospects through various digital platforms
- Reach based on device ID, IP address, search and research history, geographic location and retargeting efforts
- Measure results by increased website visitation, video views, video completion and high CTR
- Elevate the new brand with sight, sound and emotion via upper funnel media such as broadcast television/video/CTV and streaming audio
- Combine interview-based coverage with key market activations
- Use large media partners' digital, social and personality channels
- Leverage various Visit Florida cooperative programs



Engage

WITH CAPTIVATING STORYTELLING



Leisure Public Relations Strategy

Prioritize awareness-focused efforts promoting the overall destination, exemplifying what makes Greater Fort Lauderdale different, while defining the new Visit Lauderdale brand.

TACTICS:

- Incorporate influencer collaborations through FAMs and campaign partnerships
- Target out-of-state markets through media missions, desk-sides, activations and trade show support
- Target key media, influencers and bloggers with compelling story ideas
- Highlight the area's nostalgic treasures and lesser-known gems through first-hand storytelling and message development
- Grow partnerships with our local tourism offerings and attractions
- Incorporate YouTube and other travel video content creators
- Leverage VisitLauderdale.com online articles and video / image assets to deliver inspirational storytelling



Unleash Our Social Butterflies



Leisure Social Strategy

Cultivate engagement and growth of social media channels following through consistent and expanded material mediums.

TACTICS FOR FACEBOOK, INSTAGRAM AND TWITTER:

- Achieve active engagement with followers
- Utilize video, user generated content and Instagram reels
- Visit resorts, beaches, restaurants and attractions to grab original content
- Challenge status quo with experimental caption and hashtag usage
- Diversify content inclusions
- Monitor Twitter real-time to engage with users about trending topics related to travel
- Provoke meaningful conversations such as hosting Twitter Chats
- Strategically align with personal brands and influencers





Big Engagement. SMALL COST.

Use promotions to engage prospects through strategically-aligned, paid and non-paid partnerships and activities across all marketing channels.

Leisure Paid Media Promotions

TACTICS:

- Partner with large national network program to broadcast from Fort Lauderdale Beach
- Food & Wine Classic in Aspen
- Local ambassador promotion
- Partner with AFAR to create a custom content cruise partner promotion
- Social-first experience/campaign to promote Greater Fort Lauderdale as a cosmopolitan destination
- Create a new Taste of Lauderdale partnering with Meredith digital brands
- Partner with major lifestyle brands in the leisure, luxury, LGBT+ and multicultural categories
- Summer seasonal program
- Activations in markets of visitor origin



Shine as a Leading LGBT+ Destination



Leisure LGBT+ Strategy

Use market research to better understand the key LGBT+ motivators to both domestic and international leisure and group business and the challenges to travel to Greater Fort Lauderdale. Inform the LGBT+ traveler that the area is Florida's largest and most popular, diverse gay hub.

TACTICS:

- Target non-traditional US cities
- Continue to grow key feeder markets
- Collaborate with the Colombian LGBT Chamber of Commerce
- Grow relationships with key LGBT+ leaders and organizations in Brazil
- Weave LGBT+ images throughout Visit Lauderdale's mainstream and LGBT+ collateral and marketing materials.
- Highlight the destination's Love is Love persona as a hallmark of inclusiveness
- Partner with the Greater Fort Lauderdale LGBT+ Chamber of Commerce
- Target transgender, non-binary and disabled travelers as well as lesbian and gay families through marketing and PR initiatives.





Welcome Multicultural Travelers

Leisure Multicultural Strategy

Target multicultural travelers with messaging that emphasizes the destination's inclusivity and warm, welcoming environment, supporting and proving the new Visit Lauderdale brand.

TACTICS:

- Create multicultural campaigns by highlighting influential individuals in the community
- Promote minority-owned businesses
- Promote multicultural historical sites
- Utilize chefs from 31 neighborhoods to create a signature dish to highlight F&B diversity



Entice Luxury Travelers



Leisure Luxury Strategy

Drive leisure visitation to the destination by defining the area as a luxury destination and promoting it to high net worth and high-income individuals.

TACTICS:

- Reinforce luxury positioning and bespoke offerings to entice luxury travelers
- Cultivate memorable journeys through content creation and dissemination of email marketing automation



A Grand Opening of Possibilities

Group & Convention Sales Strategy

Unify the destination product and capture surge in demand amid the reopening of the Greater Fort Lauderdale/Broward County Convention Center and unique group products throughout Greater Fort Lauderdale.

TACTICS:

- Create a destination service / sales toolkit
- Reimagine tradeshow imprint and activations utilizing community business owners
- Activate paid media placement and creative messaging to reiterate the new brand campaign and convention center product
- Create a video asset for sales and marketing utilization highlighting selling points of the destination and Greater Fort Lauderdale/
Broward County Convention Center



Make GFL the Place to Be



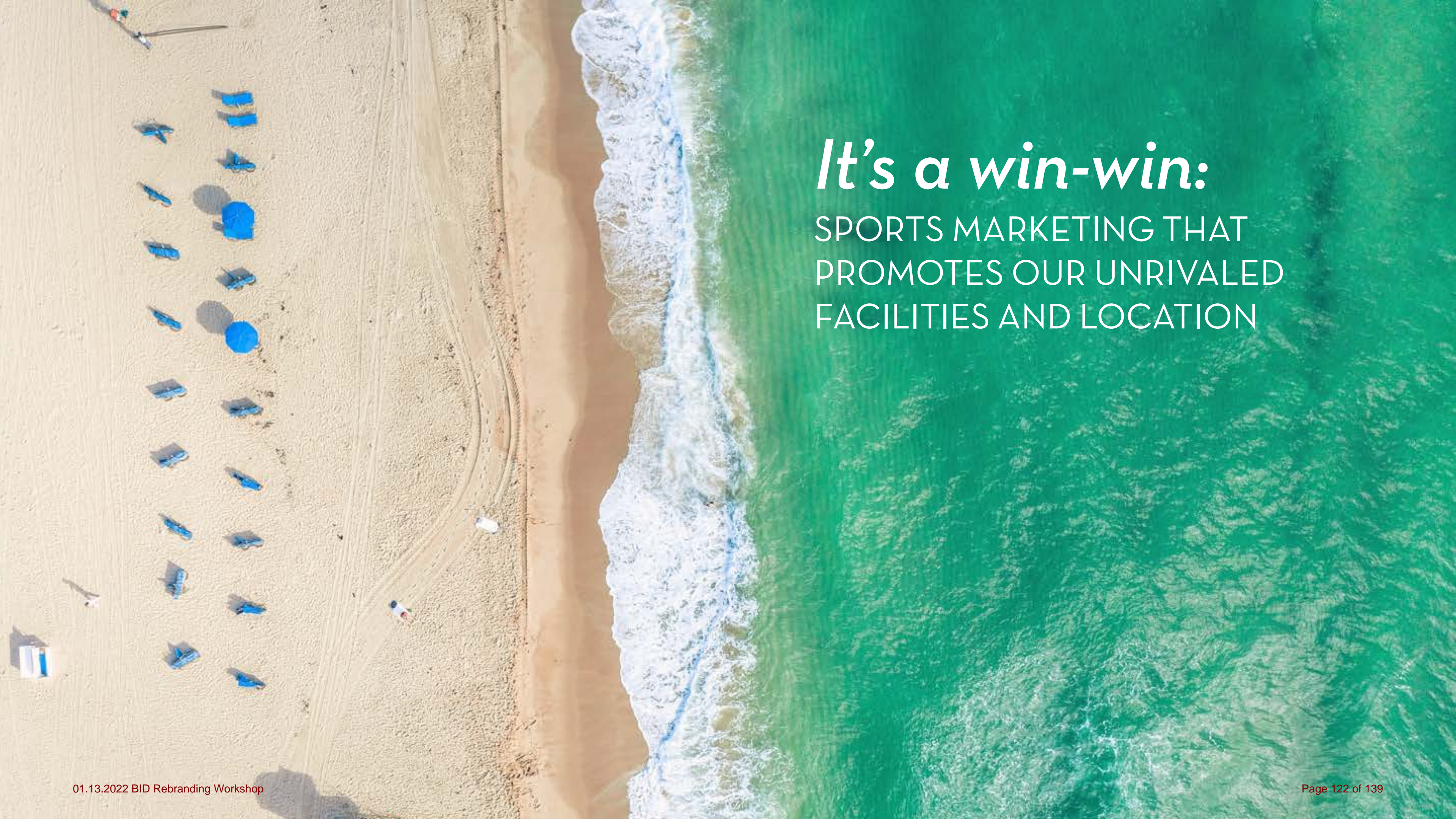
In-Market Events Strategy

Build on Greater Fort Lauderdale's reputation as a lively, fun-filled and intriguing destination with a vibrant arts and culture scene, commitment to diversity and strong culinary appeal to complement its many charming neighborhoods, hidden gems and diverse activities.

TACTICS:

- Collaborate with event production and promoters to cultivate visitation through similar events
- Events to align with outside the market include:
 - Tortuga Music Festival
 - Fort Lauderdale International Boat Show
 - National Senior Games
 - Winterfest Boat Parade





It's a win-win:
SPORTS MARKETING THAT
PROMOTES OUR UNRIVALED
FACILITIES AND LOCATION

Sports Marketing Strategy

Position the Greater Fort Lauderdale area as a singular Florida sports destination, emphasizing sports training and events uniquely suited to the destination and which can align with the destination's visitation product.

TACTICS:

- Establish destination identity separation through strategic positioning of sporting events
- Raise awareness through highly visible brand events including National Senior Games and the High School Football Championships
- Create original sales material through featured venue virtual site tours
- Pursue emerging sporting specialty events





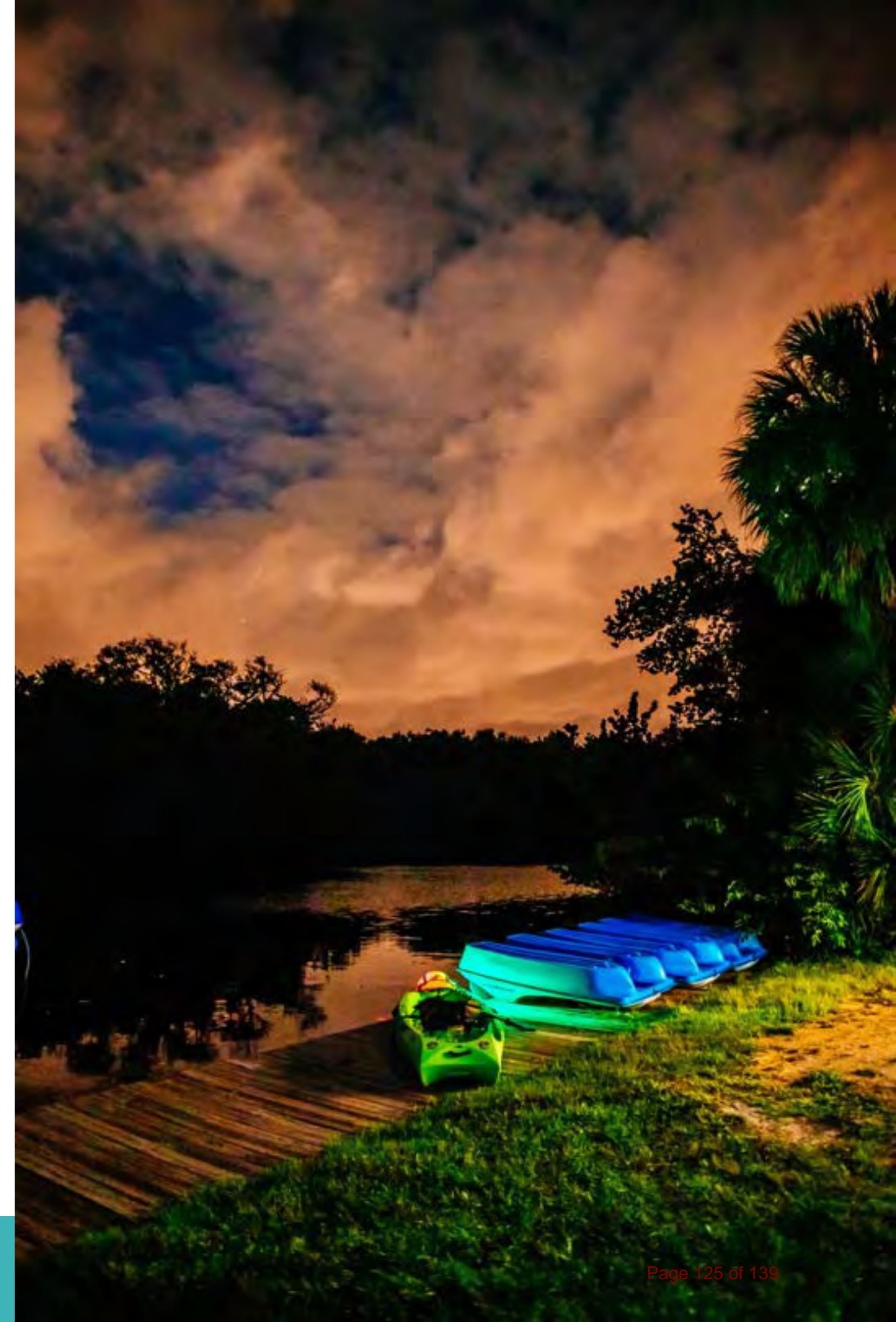
Keep Our Eyes on the International Prize

Leisure Sales International Market Strategy

As the world emerges from the pandemic, so is world travel. The status of competition and air travel opens an evolving, dynamic condition. Therefore, Visit Lauderdale will be flexible and extremely proactive as we move through the months ahead, addressing each opportunity with the most prudent resources available.

TACTICS:

- Address and support international advisors in attracting clients to the destination
- Resume international representation functions on a project basis
- Partner with Visit Florida and Brand USA in various sales and advertising activations targeting international markets



Boatloads of Opportunity



Leisure Sales Cruise Strategy

Position Port Everglades as the preferred cruise port in Florida, in an effort to generate more room nights and greater economic impact through the cruise traveler.

TACTICS:

- Collaborate with hotel partners and cruise reservation advisors for commissionable hotel packages
- Target cruise loyalists through paid media placements, inviting cruise industry, Port Everglades and partners to also participate cooperatively
- Utilize transportation service, out of home and advertising placement opportunities
- Devise a highly desirable "Return Visitor" program



An aerial photograph of a tropical beach. The water is a vibrant turquoise color, with white foam from waves crashing against several large, dark, rocky reefs. The sand is a light beige color, and the overall scene is bright and sunny.

Ancillary Marketing Initiatives: Every Tactic Under the Sun

Email Marketing

The new Visit Lauderdale voice will be the forefront of the newsletter program, cultivating an emotional connection for repeat visitors and inspiring visitation.

TACTICS:

- Incorporate five key elements: acquisition, segmentation, execution, research and content management
- Implement B2B email marketing automation campaign to leads gained from media buys



Bi-Annual Destination Magazine

Supplanting the traditional “Visitors Guide,” sustain connection with past visitors while encouraging visitation from all target segments through exciting, relevant, topical content designed to generate continued interest in the destination.

TACTICS:

- Publishes twice annually
- Ordered through website, social media, in-market QR code and reader return card
- Broad, immersive articles showcasing a variety of interesting (even unusual) aspects regarding the area, including local “ambassadors”
- Allows for paid inclusion by co-op partners
- Highlights the destination’s unique “ambassadors” and experiences
- Inclusive of the destination’s 31 unique communities



Video Ambassador Series

Promote and demonstrate the Visit Lauderdale brand through highlighting the destination's many unique residents who are "ambassadors" of the destination, and who can connect visitors to the area's unique experiences.

TACTICS:

- Video series, with each segment highlighting a single, unique local or topic
- Diverse range of residents' and visitors' experiences
- Inclusive of the destination's entire 31 communities
- Annual campaign to provide opportunities to "connect here with Everyone Under the Sun"
- Offered on special section of website
- Offered through social media
- Used at trade shows as an introduction to the area and what to do





*Together We Shine:
Partner Initiatives*

Co-operative Advertising

The Visit Lauderdale co-op plan is an excellent opportunity to partner with local businesses by securing visibility and credibility in tandem. Visit Lauderdale will enhance partner engagement with strategic alliance opportunities that leverage marketing dollars and increase brand visibility for Visit Lauderdale and its industry partners.

Integrated coop programs will be new and engaging, allowing partners to be at the forefront of visitor consideration, while making advertising dollars go further than ever before.

TACTICS:

- Create a competitive co-op program that strategically aligns industry partners with the most effective, value-added media opportunities available
- Target national brands and outlets that align with the Visit Lauderdale brand, to generate collaborative promotions and secure third-party credibility from extended, diversified audiences



Visit Lauderdale Budget

TOTAL: 4,000,000

Total Plan Distribution

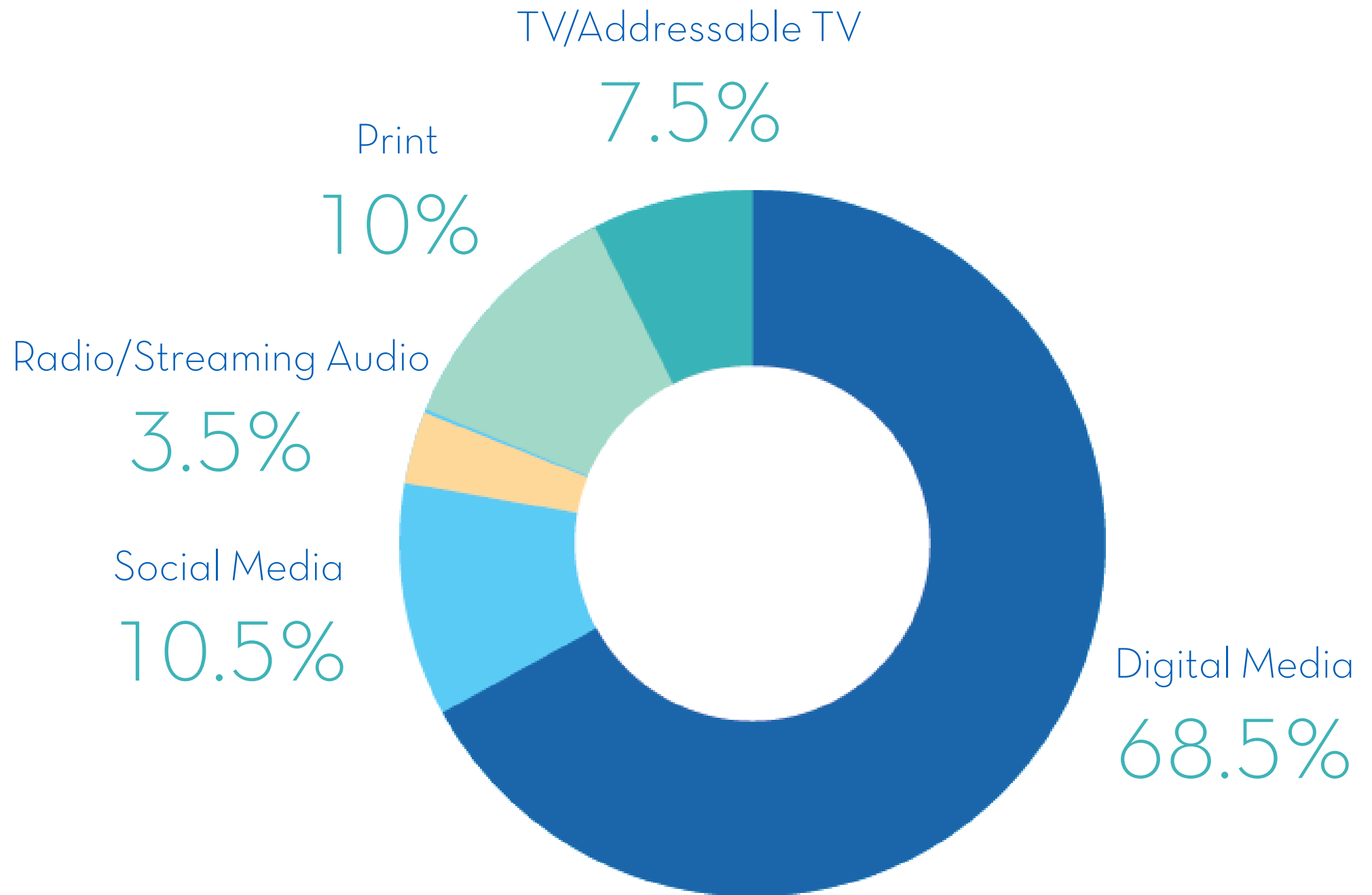
Digital Media: 68.5%

Social Media: 10.5%

Print: 10%

TV/Addressable TV: 7.5%

Radio/Streaming Audio: 3.5%



Boldly Welcoming Luxury Travelers

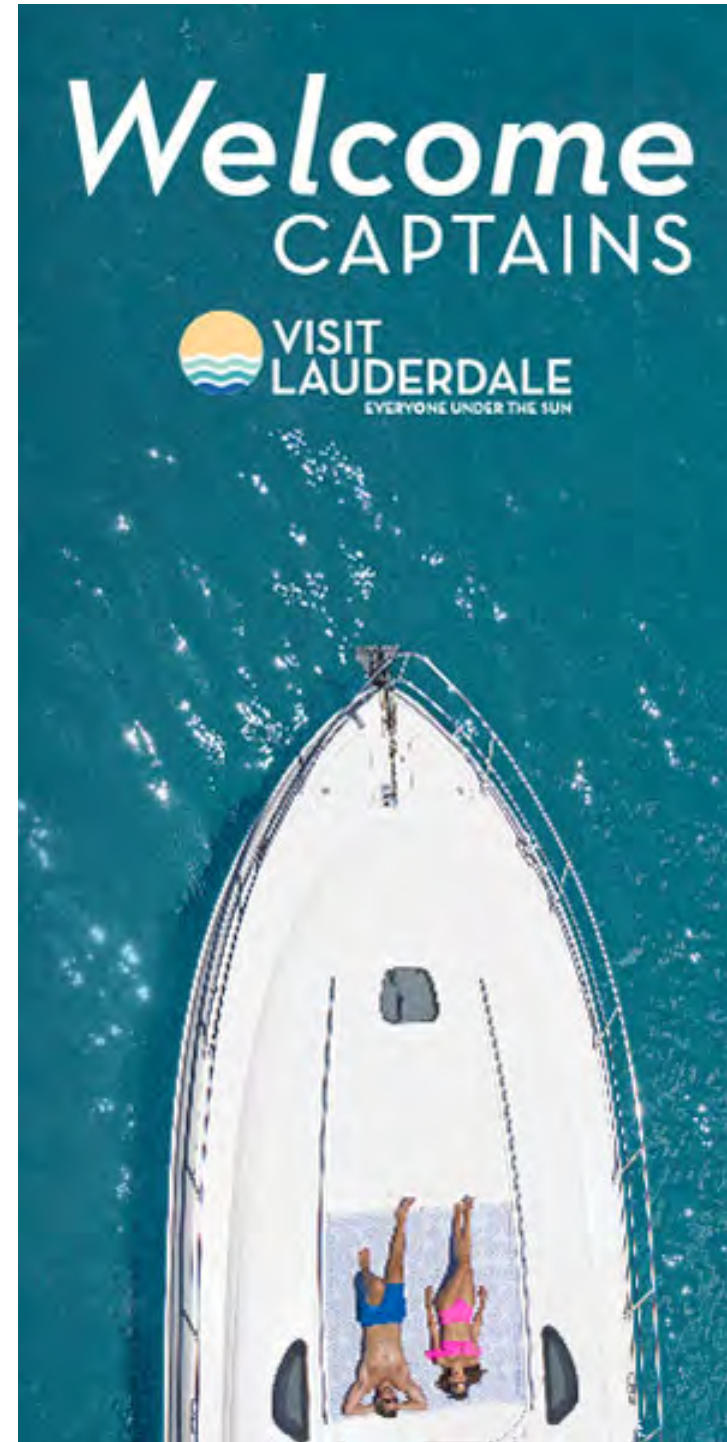
To increase economic impact, we introduced a new niche market into our marketing plan: the luxury traveler.



Print Ads



Digital Ads





VISIT LAUDERDALE

EVERYONE UNDER THE SUN

III. Adjournment

**Anna MacDiarmid
BID Chair**