

IV. Follow up from Strategic Planning Session


Post-It Exercise 1: Who is our audience?	Themes
Airline crews	Business Community
Business owners	
Business owners	
Businesses on the beach	
Local businesses on the beach	
Group Corp meetings	
Cruise	Out of State/Country Leisure Visitors
Cruisers	
International visitors	
Out of State guests	
Snowbirds (Up North/Midwest)	
Spring breakers	
Well-travelled guests from the NE	
Tourists - International	
Tourists - Domestic	
Local	
Local Community	
Local population	
Locals	
Locals	
Residents	
Residents	
FL Residents	
Tourists	Leisure Visitors (could be Local and/or Out of State/International)
Tourists	
Couples and families	
Visitors to the beach	
Runners	Activity Visitors (could come from Business Community/Out of State/Internationally or Locals)
Swimmers	
Bikers	
Volleyball Tournaments	
Walkers	
Dog Lovers	
Bike Riders	
Swimmers	
Fitness people	
Joggers	

Post-It Exercise 2: What do they want?	Themes
Sunshine	Beach & Weather
Sun & Ocean	
Sun	
More seats on the beach	
Fun in the Sun	
Food and beverage on the beach	Dining
Food and beverage on the beach	
Food and beverage on the beach	
Dining	
Eat	
Great restaurants	
Cocktails	
Clean beaches	Appearance & Environment
Clean beaches	
Clean	
Safe and clean beaches	
Safe ocean front venue	
Safety	
Safe beach	
Accommodations- hotels	Other
Easy transportation	
Quality time	
Great service	
Staycation	
Family oriented	
Green space	
Activities	Activities
Activities	
Exercise	
Water activities	
Relax	
Drive	
Swim	
Fun activities	
Lots of activities	
Events	
Shopping	
Upscale shopping	

Post-It Exercise 3: What can/should BBID do?	Themes
Hire a safety ambassador	Appearance & Environment
Less funding event, more funding cleanup/security	
Review funding events carefully	
During busy season, hire a team to walk the beach	
Supplement safety, cleanliness (to Sarah's Point)	
Better traffic control during busy weekends	Transportation
Walkable, easy to get around	
Easy parking	
More water transportation from inland to the Intracoastal to carry both employees & guests - Kind of like a ferry that runs on a schedule	Activities
Bike paths	
Bikes for use	
Jogging track	
Entertainment	
Events	
Friday Night Soundwaves	
Friday Night Soundwaves	
Summer events	
Unique experiences	Other
Information - Plan to communicate what is going on	
Sense of pride in the Community	

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FY 2022 Calendar of Events												
Events and Activations	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Holiday Lights and Snowman Display			11/23-Mid Jan									
Tortuga Music Festival		11/12-11/14					4/8-4/10					
GFL Food and Wine Festival				1/10-1/16								
Audacy Beach Festival			12/4-12/5									
Concours	10/29											
Winterfest			10/10									
Airshow							4/30-5/1					
Fleetweek								5/1-5/8				
Seaglass				1/21-1/23								
Friday Night Sound Waves	Weekly 10/8/21 - 12/31/21						Weekly 3/18-7/1					
Pumkin and Palmtrees	10/23											
The Amazing Hunt		11/7										
Wonderland			Th-Sun 11/26-12/31									
Christmas Eve Concert				12/24								
Fur the Love Pet Fest					2/21							
Spring Fling Eggstravaganza							4/16					
Movies by the Moonlight Summer Series										7/26	8/26	9/23
Marketing the Beach	Year Around											
Beach Cleaning (Primarily Spring Break)						3/5-4/15						
Elevate; Family Health & Wellness Day									6/12			
Farmers Market	Every Saturday Year Round											
Sunday by the Shore	Monthly October - June											
Yoga	Full Moon Glow with the Flow - Monthly Year Round											
Silent Disco Acro										Monthly		
Great American Beach Party								5/28				
4th of July Spectacular										7/4		

BBID funded events 
 BBID non-funded events 