

Beach Business Improvement District Manager Update

May 9, 2022

Presented By

THE
BRAND
ADVOCATES
ON BRAND. ON MESSAGE. ON TARGET.



Overview

1 Event Marketing

- Tortuga Music Festival
- Fleet Week
- Air Show

2 Summer Campaign

- Overview
- Messaging
- Branding
- Budget Options

3 Questions



1

Tortuga Music Festival

Tortuga

- Held regular planning meetings with Live Nation to prepare BBID promotional items including social media Instagram contests and signage. Worked with Live Nation to ensure that the event marketing plan was being implemented.

PROGRAM DELIVERABLES (CONTINUED)



TICKET BANK

- 50 GA tickets for promotion purpose

APP INCLUSION

- Bid Board logo to be included on Partner Tab of official Tortuga app

EMAIL INCLUSION

- Bid Board logo & approved content to be included in at least three (3) emails to Tortuga ticket buyers

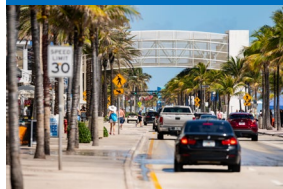
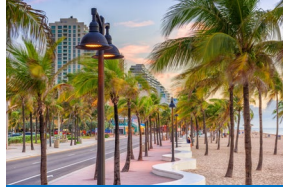
SOCIAL MEDIA

- Tortuga to make at least two (2) social media posts, mentioning Bid Board, and/or promoting Bid Board initiatives (such as top 10 things to do while in FLL while at Tortuga)

STAGE SCREENS

- Bid Board logo to be included on at least one (1) slide in rotation on stage screens

PROGRAM VALUE: \$250,000 PER YEAR



Tortuga Music Festival

BID Investment: \$150,000

- Donation of 50 General Admission Tickets
- Social Media Contests
- Stage Screen Signage
- Event App
- E-Blasts
- Website Link



Tortuga Music Festival

Donation of 50 General Admission Tickets

- Created “Tortuga for Teachers” Initiative
- Partnered with Broward Education Foundation, which accepts donations on behalf of the Broward Public School System.
- Tickets distributed at a teacher appreciation event on April 7.
- Pictures of the event were taken by Broward Education Foundation and distributed on social media.



Tortuga for Teachers



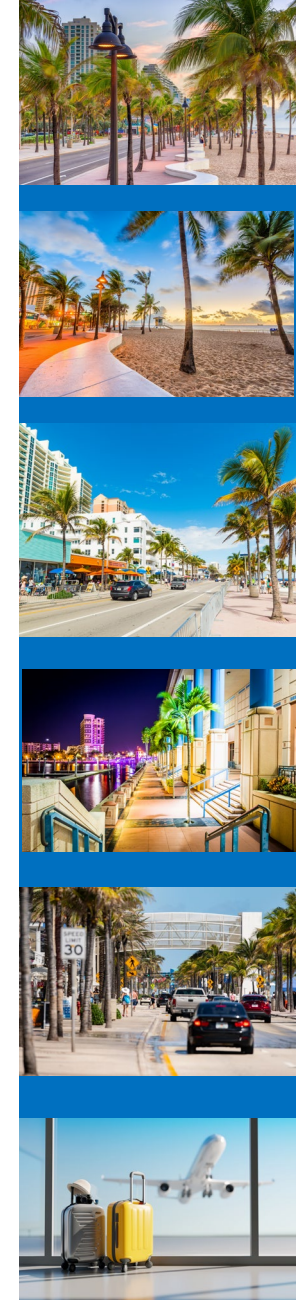
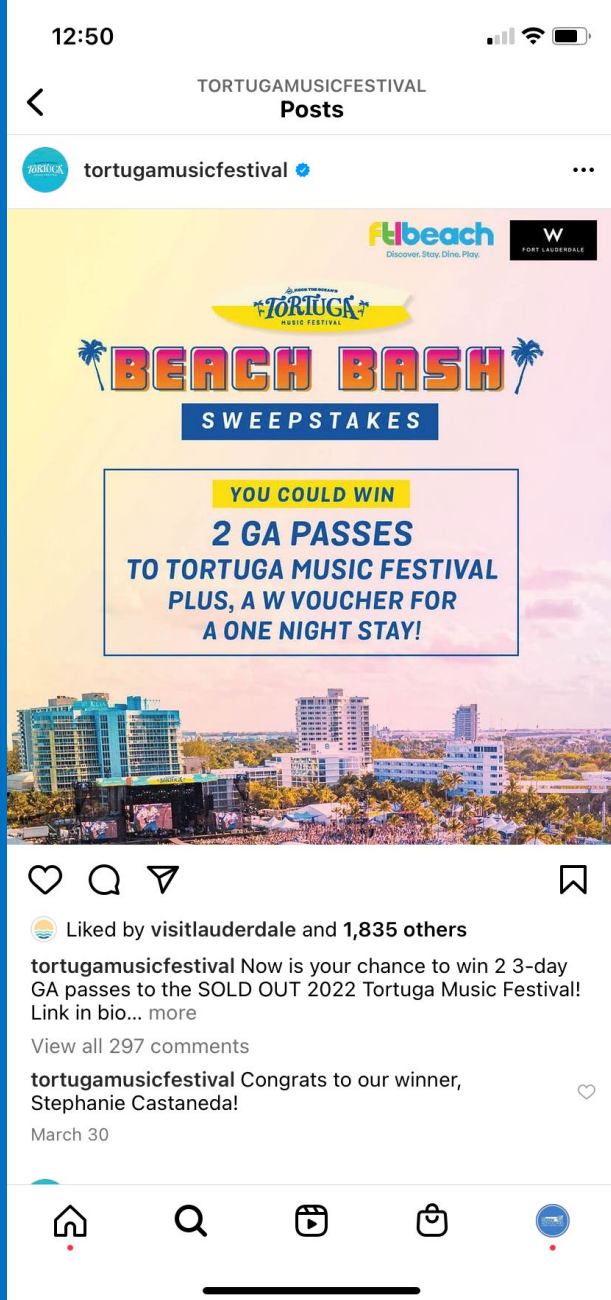


Tortuga Music Festival

Social Media Contests

- Hosted by Live Nation on their contest platform Tradeable Bits.
- Two contests were conducted in April.
- Prizes included tickets and a one-night stay at the W Hotel.
- Winners were selected by Live Nation.
- Contest ran exclusively on Instagram.





Tortuga Music Festival

Stage Screen Signage

- Two designs produced in accordance with Live Nation specs.
- Each sign featured the words “Fort Lauderdale Beach” and included the FTLBeach logo.
- Signage placed in two areas the main stage screens and the delay screens.
- Signage rotated continuously throughout the multi-day event.



Fort Lauderdale Beach

ftibeach

Discover. Stay. Dine. Play.

Fort Lauderdale Beach

ftibeach

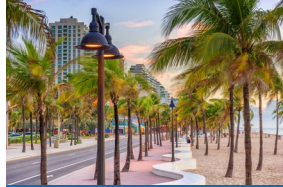
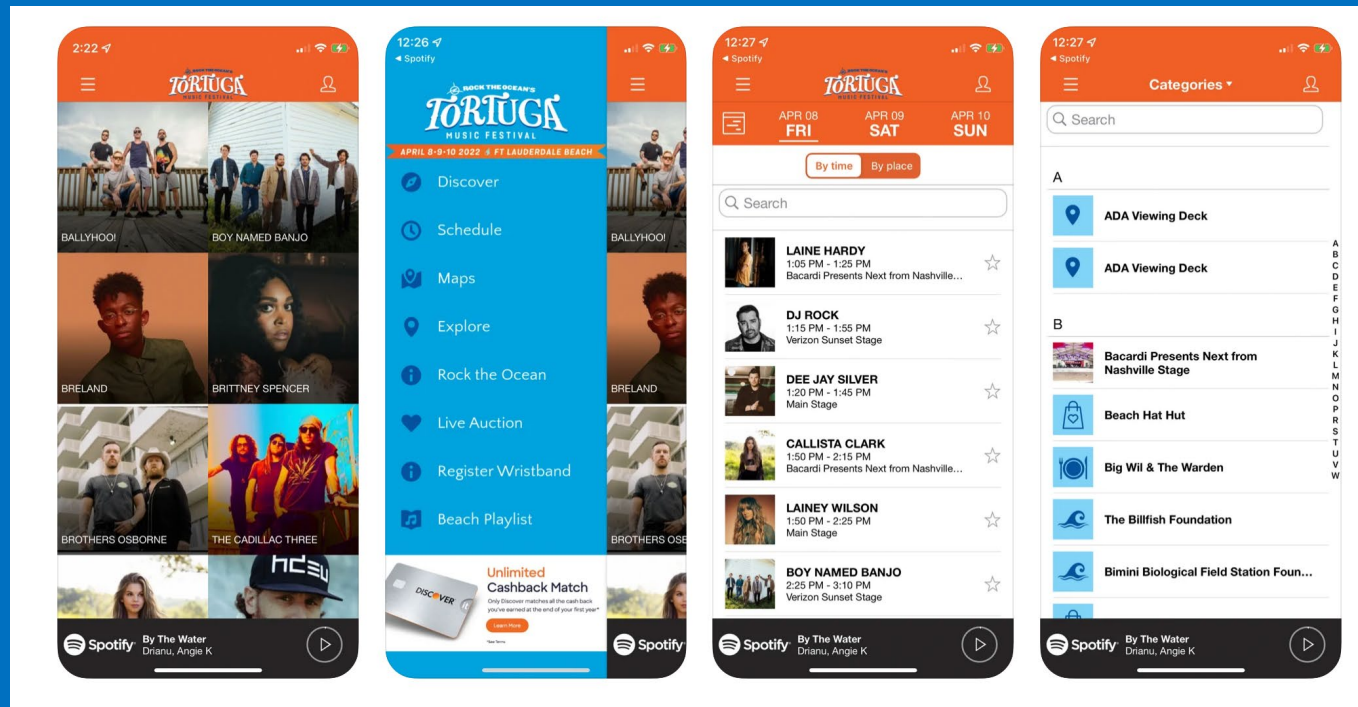
Discover. Stay. Dine. Play.



Tortuga Music Festival

Event App

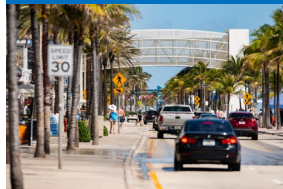
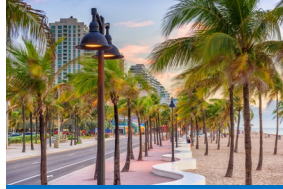
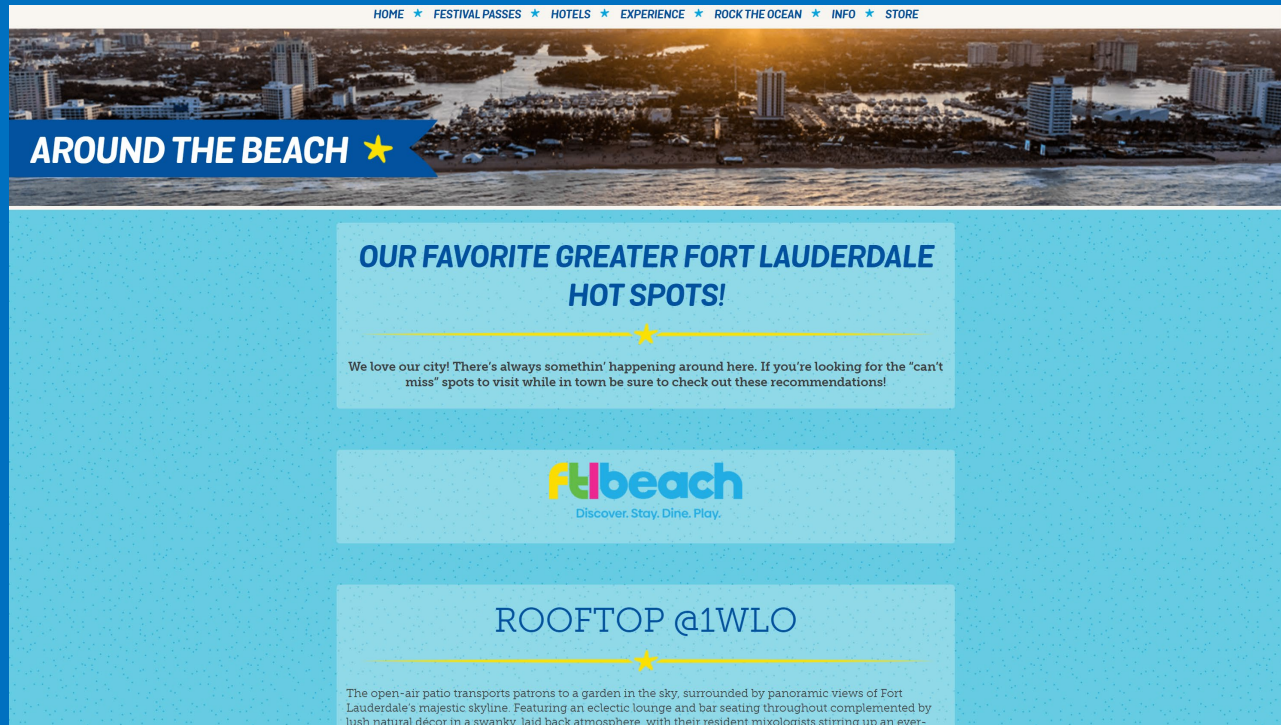
- App did not include any sponsor information for 2022 or a “Partner” tab. Work is being done on the app and this will be resolved for next year.



Tortuga Music Festival

Website Link

- FTLBeach logo listed on several pages of the Tortuga Music Festival website, with a reciprocal link back to MyFortLauderdaleBeach.com.





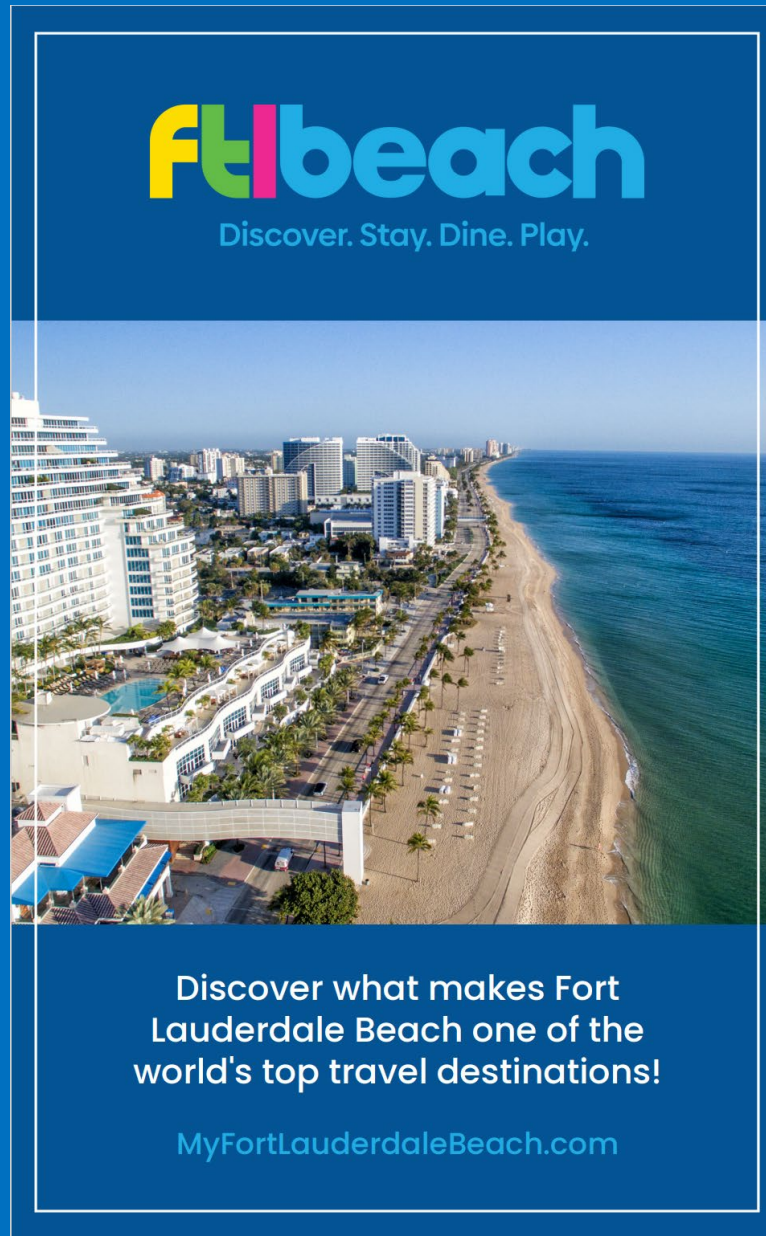
Fleet Week

VISTAMAR

Fleet Week

Event Program Book

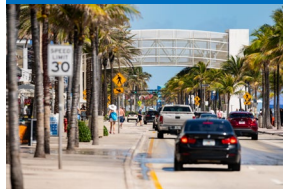
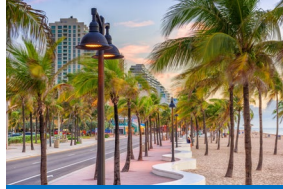
- Print ad produced for the official event program book.



ftibeach
Discover. Stay. Dine. Play.

Discover what makes Fort Lauderdale Beach one of the world's top travel destinations!

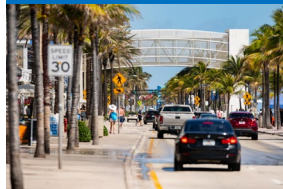
MyFortLauderdaleBeach.com



Fleet Week

Website

- FTLBeach logo placed on several pages of Fleet Week/Broward Navy Days website.





Air Show

Air Show

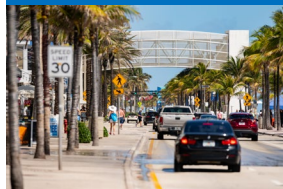
- BID Investment: \$100,000
- Monies intended to cover City of Fort Lauderdale administrative fees, etc.
- Able to negotiate an additional \$80K in promotional opportunities.
- Produced print advertisements, program book ad, and live event announcements.



Air Show

Event Program Book Ad

- Print ad featured in the official event program book.
- Look and feel similar to the ad produced for Fleet Week in an effort to maintain consistency.



Air Show

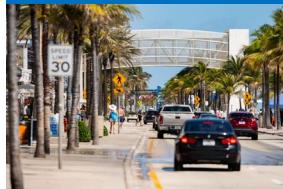
Event Announcements

:15

Welcome to Fort Lauderdale Beach! We're glad you're here for the Air Show. We invite you to explore Fort Lauderdale Beach and find the best places to discover, stay, dine, and play. Visit www.MyFortLauderdaleBeach.com to learn more. *Sponsored by the City of Fort Lauderdale Beach Business Improvement District.*

:20

Welcome to beautiful Fort Lauderdale Beach! We're so glad you're here for the Air Show. While you're here, we invite you to explore Fort Lauderdale Beach and find the best places to discover, stay, dine, and play. Visit www.MyFortLauderdaleBeach.com to learn more. *Sponsored by the City of Fort Lauderdale Beach Business Improvement District.*

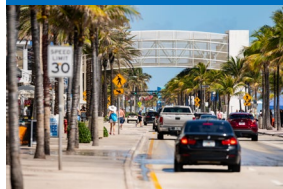


2

Summer Campaign

Overview

- The “Discover FTLBeach” Summer Campaign is designed with a strong digital component to maximize resources, to promote Fort Lauderdale Beach and the businesses within the Beach Business Improvement District (BBID) during the shoulder season – June to August 2022.
- The shoulder season is the period in between a destination's low and high seasons of tourism, making prices cheaper for hotels and airfare and crowds smaller at popular attractions. The campaign will feature sample itineraries and adventures featuring BBID businesses, particularly those on the quieter end of the beach near the Sonesta that may not get as much traffic as other, more populated areas of the beach.
- A landing page for the campaign will be created on MyFortLauderdaleBeach.com which will include ten to twelve sample itineraries will be created that we can promote throughout the month.

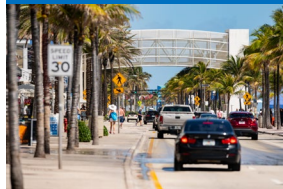
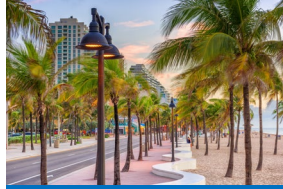


Messaging

- The campaign features three calls to action (CTA) that are a play on the letters “FTL” in the FTLBEACH logo. Each phrase invites key target audiences to (1) either feel an emotion, (2) find a great place to relax or (3) take part in Visit Lauderdale’s LauderDeals promotion. Each word in the CTA phrase starts with F, T, and L and each of the three-word CTA phrases is outlined below. For each month of the campaign, a different phrase will be unveiled.

- **JUNE 2022 – “Feel the Love”**

The message for this CTA is to promote Fort Lauderdale Beach as a welcoming, diverse destination for couples, the LGBTQ community, persons with disabilities, and others. Messaging will also include the fact that locals can come to FTLBeach to “Feel the Love” by doing things like booking a fun staycation, taking a yoga class, participating in water activities, etc. Ten to twelve sample itineraries will be created that we can promote throughout the month promoting activations on the beach, restaurants, things to do, etc.



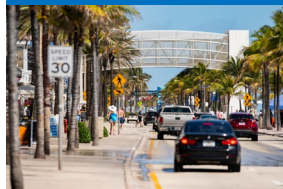
Messaging

- **JULY 2022** – “Find the Leisure”

The message for this CTA is to promote the many activities you can take part in on Fort Lauderdale Beach. Whether you’re looking to go boating, have brunch, or just relax on the beach, there is something for everyone on FTLBEACH. Ten to twelve sample itineraries will be created that we can promote throughout the month promoting activations on the beach, restaurants, things to do, etc.

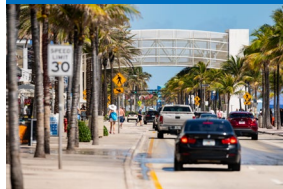
- **AUGUST 2022** – “Follow the LauderDeals”

The message for this CTA is to promote the fact that FTLBEACH is a budget-friendly destination with amazing activities to participate in at all budget levels. Messaging will promote Visit Lauderdale’s LauderDeals promotion, which ends on September 30, 2022. BBID businesses participating in LauderDeals will be showcased. Ten to twelve sample itineraries will be created that we can promote throughout the month.



Branding

- Each month, the FTLBEACH logo will be updated to include the new phrase. The logo will be stacked instead of horizontal in a similar orientation as outlined below. The campaign logo treatments will include the FTLBEACH brand colors and will incorporate the tagline. The logo lockup and treatment could be something similar to below:



Budget Options

TIER 1: \$10K

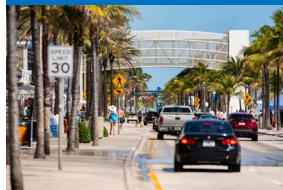
- Create campaign promotional materials such as “Feel the Love” t-shirts
- Custom QR code creation
- Development of QR code stickers that can be placed at BBID businesses.
- Create a geo-targeted social media campaign with a monthly ad spend of \$450 per month.
- Create three, short campaign videos for use on social media and the web.
- Create a digital and paper version of a campaign brochure.
- Issue press releases about the campaign.
- Pitch media and secured earned placements.
- Create a digital campaign media kit.



Budget Options

TIER 2: \$20K

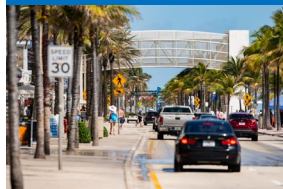
- Create campaign promotional materials such as “Feel the Love” t-shirts
- Custom QR code creation
- Development of QR code stickers that can be placed at BBID businesses.
- Create a geo-targeted social media campaign with a monthly ad spend of \$650 per month.
- Create three, short campaign videos for use on social media and the web.
- Create a digital and paper version of a campaign brochure.
- Place :15 and : 30-second radio commercials on select stations.
- Issue a press release about the campaign.
- Pitch media and secured earned placements.
- Work with social media influencers to secure paid post placements.
- Create a digital campaign media kit.
- Secure a city proclamation and have the mayor declare June 1, 2022, as “FTLBEACH Day.” June 1 is also National Go Barefoot Day, so in lieu of a proclamation, we could launch the campaign on that day and promote going barefoot on the beach.



Budget Options

TIER 3: \$30K

- Create campaign promotional materials such as “Feel the Love” t-shirts
- Custom QR code creation
- Development of QR code stickers that can be placed at BBID businesses.
- Create a geo-targeted social media campaign with a monthly ad spend of \$1,000 per month.
- Create three, short campaign videos for use on social media and the web.
- Create a digital and paper version of a campaign brochure.
- Place :15 and :30 second radio commercials on select stations.
- Issue press releases about the campaign.
- Pitch media and secured earned placements.
- Work with social media influencers to secure paid post placements.
- Create a digital campaign media kit.
- Secure a city proclamation and have the mayor declare June 1, 2022, as “FTLBEACH Day.” June 1 is also National Go Barefoot Day, so in lieu of a proclamation, we could launch the campaign on that day and promote going barefoot on the beach.
- Place digital billboards at select locations in the tri-county area – Miami-Dade, Broward, and Palm Beach counties.





Questions and Answers