

# Beach Business Improvement District Manager Update

*July 11, 2022*

*Presented By*

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



A tropical beach scene at dusk. The image features a row of palm trees along a sidewalk, a lifeguard stand on the beach, and a calm ocean under a blue sky with some clouds. A semi-transparent blue overlay covers the entire scene, and the text "Summer Campaign Status Update" is centered in white. The bottom of the image shows a sandy beach and a concrete curb.

# Summer Campaign Status Update

# Selected Budget Option

## 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.



# Social Media Ads

myfortlauderdalebeach.com ... X  
Sponsored · 🌐

Fort Lauderdale Beach hotels, restaurants, and attractions go way beyond merely allowing pets - they treat them like guests. Fort Lauderdale Beach welcomes dogs of all shapes and sizes. Whether you're looking for luxury or just want to play in the sand, Fort Lauderdale Beach offers everything your pup needs for a fabulous getaway!

Click for a list of top dog-friendly hotels, restaurants and attractions on Fort Lauderdale Beach. #DiscoverFTLBeach #FeelTheLoveFTLBeach #FTLBeach #DogFriendly #EveryoneUnderTheSun




myfortlauderdalebeach.com  
**Dog-Friendly Hotels** Learn more  
Celebrated for its beautif...

👍 Like    💬 Comment    ➦ Share

myfortlauderdalebeach.com ... X  
Sponsored · 🌐

Fort Lauderdale is often celebrated for its beautiful beaches, thriving arts and culture background, and fabulous food and beverage scene. It's also one of Florida's most welcoming cities? We embrace every segment of the LGBT+ community to make everyone feel welcome, comfortable, and safe.

Feel the love on Fort Lauderdale Beach in June and visit the best places to discover, stay, dine, and play. While you're here, take advantage of Visit Lauderdale's LanderDeals offers, available now through September 30, for amazing savings during your stay!



myfortlauderdalebeach.com  
**Feel the Love on FTLBeach** Learn more

👍 Like    💬 Comment    ➦ Share

myfortlauderdalebeach.com ... X  
Sponsored · 🌐

Want to make the most of your Fourth of July weekend? Check out everything we have going on at Fort Lauderdale Beach - where you can catch some of the best fireworks shows,, and check out dozens of bars, and restaurants during this long holiday weekend. Find the leisure on #FTLBeach this weekend!  
#DiscoverFTLBeach #FortLauderdaleBeach #FourthofJuly

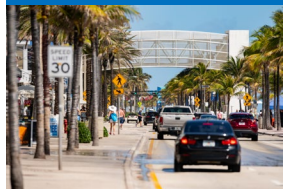


myfortlauderdalebeach.com  
**Visit FTLBeach on July 4!** Learn more  
Celebrated for our beauti...

👍 Like    💬 Comment    ➦ Share

## CURRENT STATS

- Started on June 17
- IMPRESSIONS**  
106,534
- CLICKS**  
2,003
- SPEND**  
\$1,045.81



# Billboards

BBID Investment: \$5,445.00



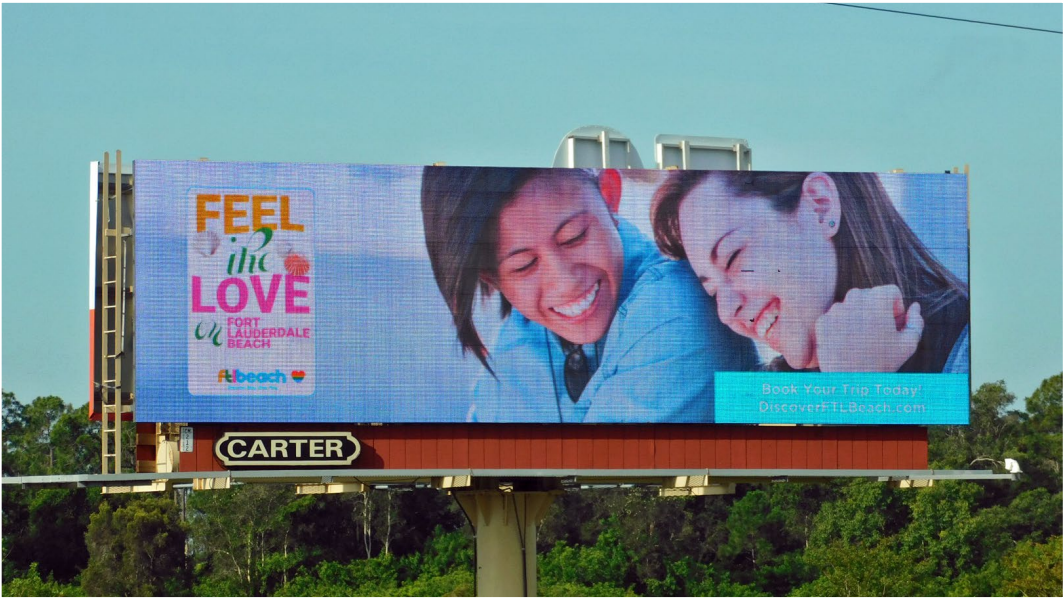
- Running in 5 Markets in Florida
  - Fort Myers
  - Naples
  - Tampa
  - St. Petersburg
  - West Palm Beach
  - Fort Pierce
  - Miami



# Billboards



# Billboards



# Rack Cards

BBID Investment: \$1,500.00



Fort Lauderdale Beach is renowned for its beautiful beaches, thriving arts and culture background, and fabulous food and beverage scene. But it's also one of Florida's most welcoming cities! We embrace every segment of the LGBT+ community to make everyone under the sun feel welcome, comfortable and safe.

Come relax and unwind. While you're here, take advantage of LauderDeals for amazing savings throughout your stay.

Scan the QR code to learn more!



# Rack Cards

BBID Investment: \$1,500.00

**FEEL**  
*the*  
**LOVE**  
ON **FORT LAUDERDALE BEACH**

**ftlbeach**   
Discover. Stay. Dine. Play.

**Book Your Trip Today!**  
[DiscoverFTLBeach.com](http://DiscoverFTLBeach.com)

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# Rack Cards

BBID Investment: \$1,500.00



**ftibeach**  
Discover. Stay. Dine. Play.

Looking for a well-deserved getaway? Twenty-four miles of golden beaches awaits you and your family on Fort Lauderdale Beach. Beautiful hotels, world-class restaurants, shopping destinations and attractions are open and ready to welcome you. Find the leisure while you're here and take advantage of LauderDeals for amazing savings throughout your stay. Come relax and enjoy a change of scenery with our special summer campaign!

**Scan the QR code to learn more!**



# Rack Cards

BBID Investment: \$1,500.00



**ftbeach**  
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# Itineraries

## BBID Investment: \$0.00



### Travel Itinerary

**DISCOVER** **Sebastian Street Beach**

Fort Lauderdale's Sebastian Beach has been named the "Hottest U.S. Gay Beach" by Out Traveler. This is the stretch of sand to seek out if you're looking for a lively scene and good people-watching in the center of it all. The popular gay beach is nestled along the corner of Sebastian Street and A1A, between The Ritz Carlton and Casablanca Café.

**STAY** **W Fort Lauderdale Beach**

Escape the current and get swept away by W Fort Lauderdale's \$55 million dollar renovation. This beachfront hotel sits at the epicenter of all that's vibrant in the Venice of America with world-class shopping, award-winning dining and buzzworthy attractions just steps away. Located at 401 N. Fort Lauderdale Beach Blvd., this gorgeous hotel is a must-visit during your trip.

**DINE** **STEAK 954 Restaurant**

At STEAK 954 the pure and simple flavors of dry-aged meats are showcased in a chic yet comfortable resort-style setting. Nestled into the waterfront W Fort Lauderdale, Steak 954 takes full advantage of its breathtaking natural surroundings. Call (954) 414-8333 to book your reservation today!

**PLAY** **Aloha Parasail**

When you or your family, friends and out of town guests are looking for unique and exciting ocean adventures, it's time to visit the professionals at Aloha Parasail. Located at 301 Seabreeze Boulevard, the experts from Team Aloha have the knowledge and experience to insure that every visit with us will be enjoyable, memorable and, above all, safe.



### Travel Itinerary

**DISCOVER** **Bonnet House Museum**

Nestled among miles of beachfront development are 35 acres of a pristine barrier island ecosystem that make up the Bonnet House Museum & Gardens. The Bonnet House Museum is a designated Ft. Lauderdale Landmark, and is on the National Register of Historic Places. Call (954) 563-5393 to learn more.

**STAY** **Sonesta Fort Lauderdale**

The sun, the surf, and the soft, sandy beach are just steps away from the laid-back sophistication of Sonesta Fort Lauderdale hotel. With its sweeping beachside views and unforgettable service it's clear why Sonesta Fort Lauderdale Beach is a preferred destination for Fort Lauderdale hotels. Call (954) 315-1460 to book your stay today!

**DINE** **Steelman Kitchen & Bar**

Join guitarist and singer, Danny Olalla every Thursday, Friday & Saturday from 6 - 9 p.m. at Steelman Kitchen & Bar, located at Sonesta Fort Lauderdale Beach. See you on island time for light bites, handcrafted cocktails and an ocean breeze from every seat. Call (954) 302-5252 to book your reservation today.

**PLAY** **Broward B Cycle Bike Share**

Bike sharing makes it quick, easy & affordable to choose bicycling for all your short trips around town. As a member or day user, you can use a Broward B Cycle to run an errand, grab lunch, see the sites or just get some fresh air. Call (754) 200-5672 to learn more about B Cycle.



### Travel Itinerary

**DISCOVER** **Spa Q**

Experience total relaxation at Spa Q, a peaceful haven from the stresses of everyday life at Hilton Fort Lauderdale Beach Resort. Indulge in a wide variety of luxurious beauty treatments at this hotel spa, including invigorating massages and soothing skincare remedies, all performed by highly trained therapists. Call (954) 414-2617 to book your relaxing spa treatment today!

**STAY** **Hilton Fort Lauderdale Beach**

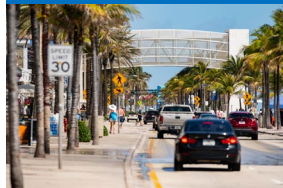
Located on Fort Lauderdale's North Beach and winner of the Area President's Award three years running, Hilton Fort Lauderdale Beach Resort is the perfect location for a refreshing trip. The accommodations at this Fort Lauderdale resort range from beautiful studios with large windows and contemporary decor to spacious three-bedrooms. Call (954) 414-2222 to learn more.

**DINE** **Le Marché Gourmet Market**

Le Marché Gourmet Market and Bakery, situated on the lobby level of the Hilton Fort Lauderdale Beach Resort, overlooks the ocean with direct access to the beach, provides our guests a more casual dining experience in a contemporary European atmosphere. Call (954) 414-2633 to learn more.

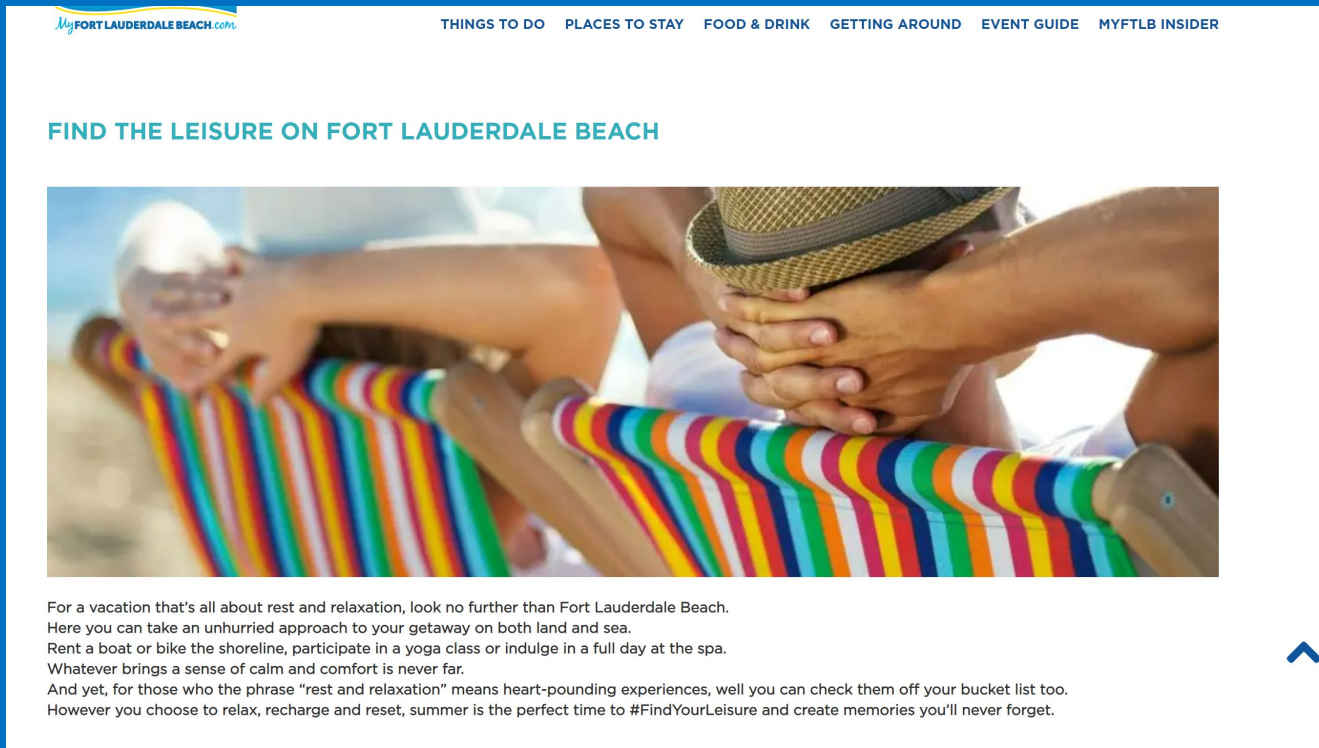
**PLAY** **Circuit**

Ditch the car and enjoy the ride! Circuit, formerly known as The Free Ride, is an award-winning micro-transit service. Using fleets of all-electric cars, Circuit offers free, on-demand rides around Fort Lauderdale Beach. Visit [RideCircuit.com](http://RideCircuit.com) to download the app and catch a free ride today!



# Custom Landing Pages

BBID Investment: \$0.00



The screenshot shows the website's header with the logo and navigation menu: THINGS TO DO, PLACES TO STAY, FOOD & DRINK, GETTING AROUND, EVENT GUIDE, MYFTLB INSIDER. The main heading is "FIND THE LEISURE ON FORT LAUDERDALE BEACH". Below it is a large image of a person relaxing on a colorful striped lounge chair. The text below the image reads: "For a vacation that's all about rest and relaxation, look no further than Fort Lauderdale Beach. Here you can take an unhurried approach to your getaway on both land and sea. Rent a boat or bike the shoreline, participate in a yoga class or indulge in a full day at the spa. Whatever brings a sense of calm and comfort is never far. And yet, for those who the phrase 'rest and relaxation' means heart-pounding experiences, well you can check them off your bucket list too. However you choose to relax, recharge and reset, summer is the perfect time to #FindYourLeisure and create memories you'll never forget." A small blue arrow icon is visible on the right side of the text area.

## CURRENT STATS

- Started on June 17.
- Using Bitly links to traffic hits to each custom landing page.
- 5,641 clicks so far.



# BBID Business Rack Card Distribution



- Began distribution on July 1 in time for the 4<sup>th</sup> of July weekend.
- An additional distribution is being planned for next week.



# QR Codes



- 2,105 clicks from QR codes as of July 8





# Questions and Answers