

# Beach Business Improvement District Manager Update

*September 13, 2022*

*Presented By*



# Overview

## 1 Summer Campaign

- Overview
- Messaging
- Branding
- Budget Options

## 2 Questions



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# Summer Campaign

# Overview

**BID INVESTMENT: \$10,000**

## Social Media Ads (June 17 – August 17, 2022)

- **Impressions:**
  - 335,261
- **Ad Clicks:**
  - 107,233
- **Audience Breakdown:**
  - 76% from Florida
  - 8% from Georgia
  - 6% from New York
  - 4% from New Jersey
  - 6% from outside of the U.S.



# Overview

## Monthly Rack Card Distributions



# Overview

## Billboards (June 17 – August 17, 2022)

- **Impressions:**
  - 3.785 million
- **Billboard Locations:**
  - Tampa/St. Pete
  - Miami
  - West Palm Beach
  - Fort Myers
  - Naples
  - Orlando
  - Melbourne
  - Daytona Beach
  - Fort Pierce



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**Q&A**