




Your Expectations from the Marketing & Rebranding Workshop on January 13, 2022

Continue to Promote the BID ✓


One Person Handling our Marketing ✓

Review what works + what does Not work! 
←

Have one Marketing Plan! ✓
That is Aligned with the BID

BUILD MY FOOT WEAR
BUDGET PERFORMANCE
FOLLOWS
BY 10% WITH
MONTHLY ~~REPORTS~~
REPORTS + IDEAS 


MORE MEASURABLE DATA.
←




NEW IDEAS
MEASURE
WHAT WORKED
WHAT DIDNT
←

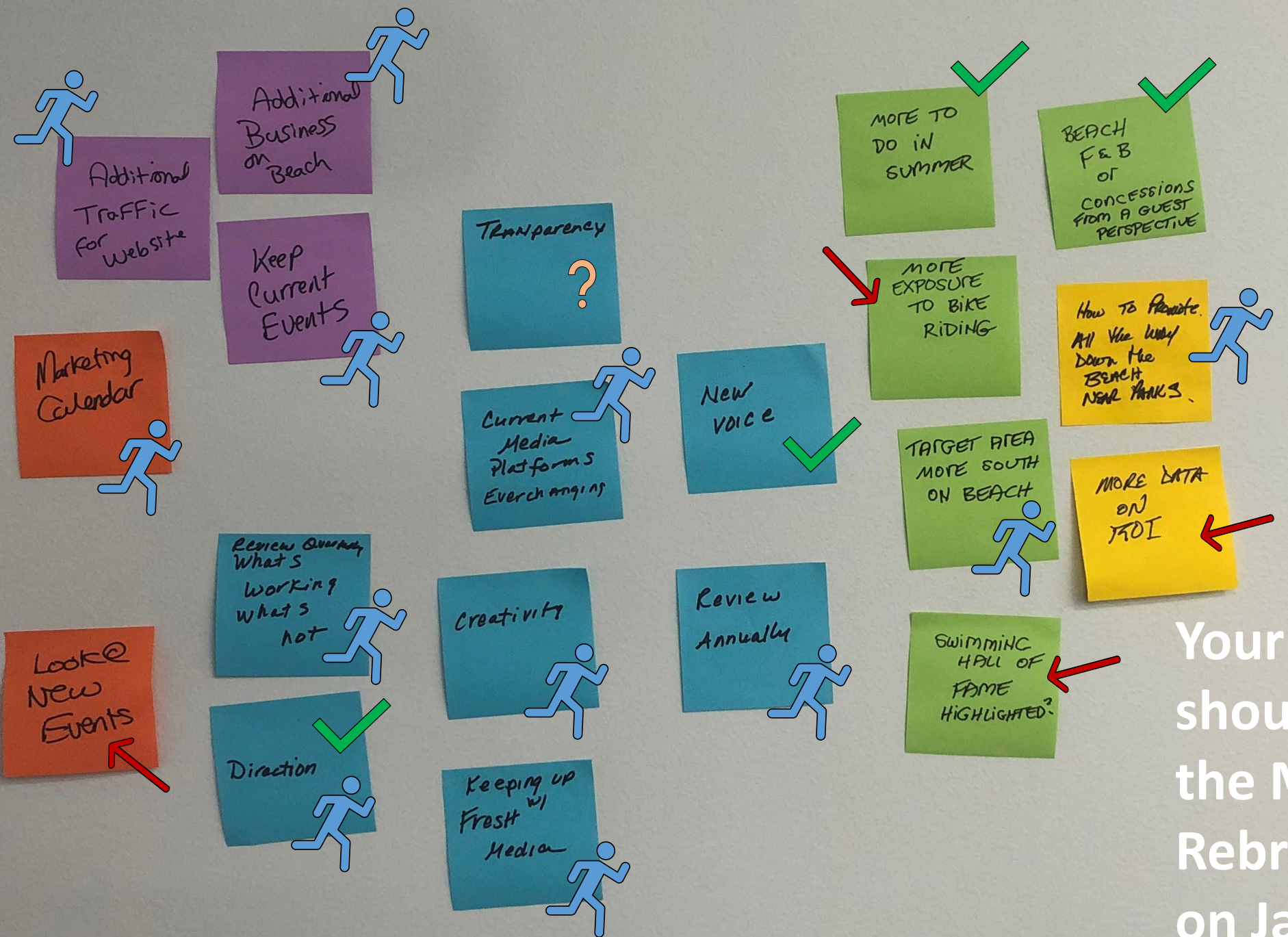
✓
Direction

✓
Focus for Future

✓
Clear Path

- ✓ Completed
-  Ongoing/In Progress
- ← Not started

-  Completed
-  Ongoing/In Progress
-  Not started



Your Ideas what BBID should focus on from the Marketing & Rebranding Workshop on January 13, 2022

How can we measure what works?

Proposal: Acquire a location analytics software, Placer.ai that uses aggregated data from mobile devices to deliver extrapolated market research. The data can be used to evaluate performance, identify trends, optimize resources and make market based decisions.

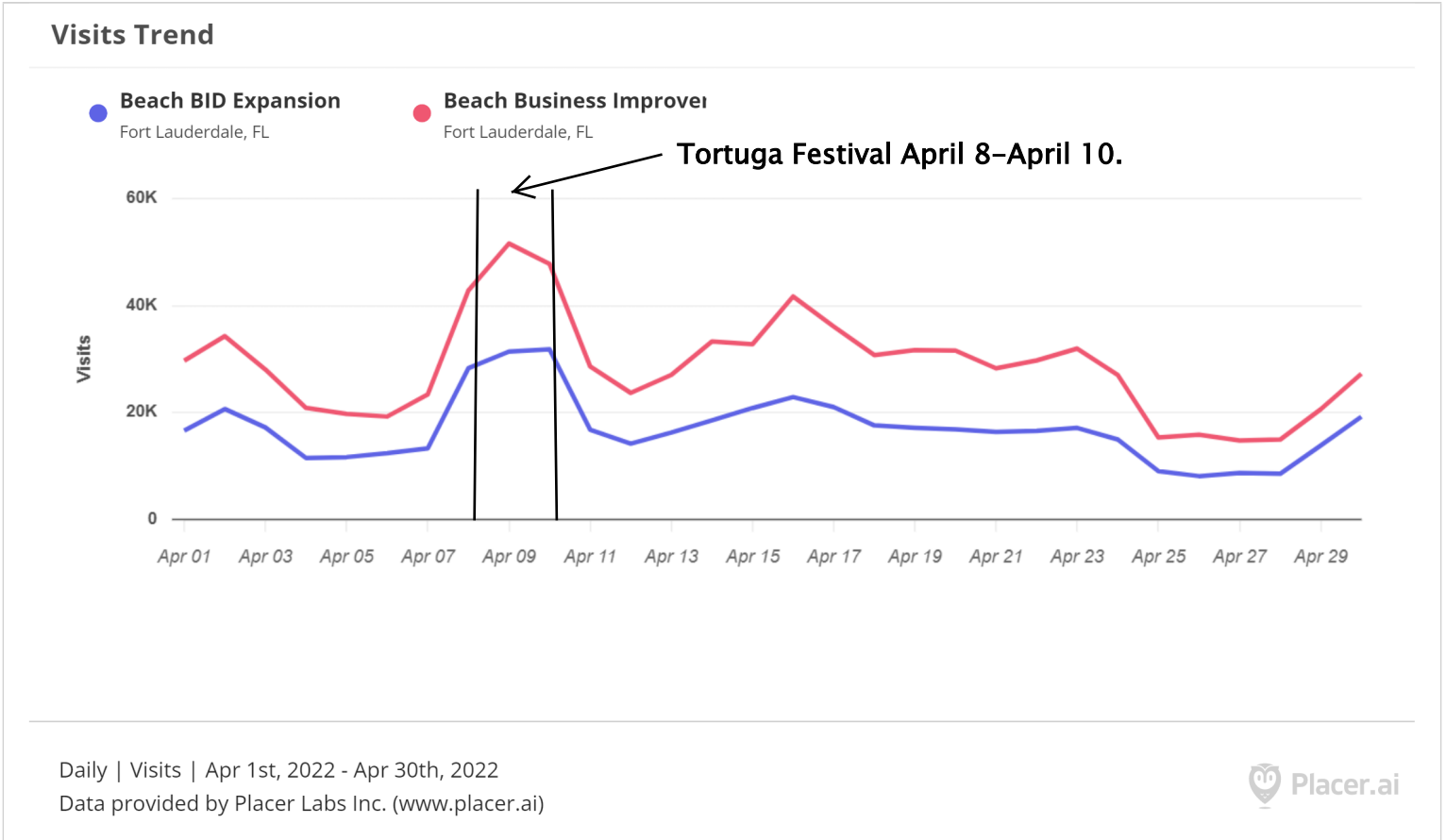
The software has the capability to generate objective insight into foot traffic analytics of any property, district, event, facility, or area for a deeper understanding of factors that impact initiatives and performance such as:

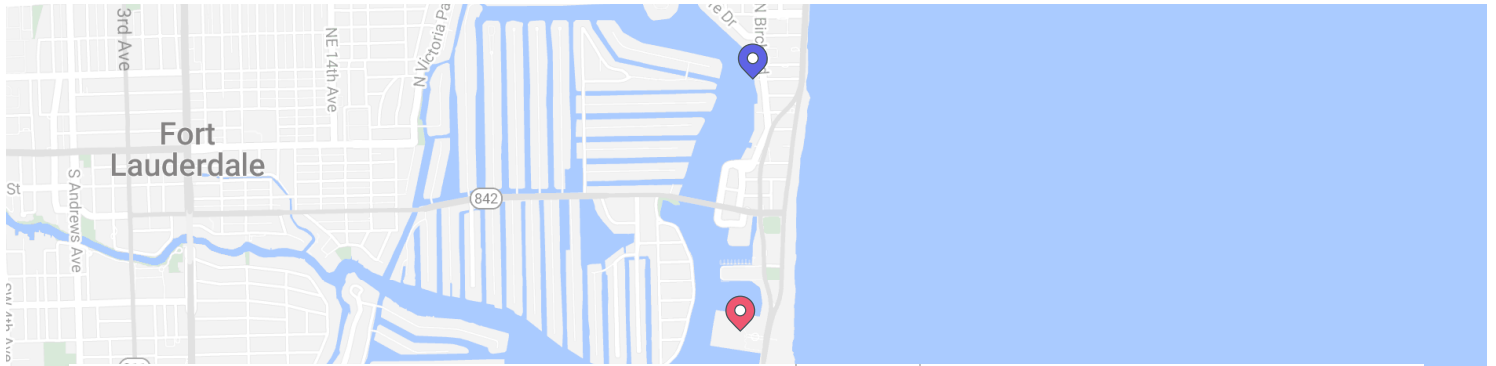
- Public realm visitation patterns to locally defined areas among residents, visitors, and employees. This will include visitation trends by year, month, week, day, or section of day/peak times, dwell times at specific locations, identification of favorite places throughout the district, and change to visitation patterns over time etc.;
- Special events analysis (such as number of attendees, attendee's consumer spending preferences, demographics, and economic impact on the local economy);
- Travel and tourism (prime origin markets, visitors' spending and visitation preferences, movement patterns, demographics, etc)

Example of clients using the software: Downtown Orlando, Downtown Washington D/C, Fort Lauderdale DDA, Miami Design District, Lincoln Road BID, Fifth Avenue South in Naples

Visits Trend

Apr 1 - Apr 30, 2022





Placer.ai | Beach BID Expansio... | Vs | Beach Business Im...
 , Fort Lauderdale, FL | , Fort Lauderdale, FL

Apr 05 - Apr 12, 2022

Export

Metrics

Beach BID Expansion
 , Fort Lauderdale, FL

Beach Business Impr...
 , Fort Lauderdale, FL



Metric Name	Beach BID Expansion Fort Lauderdale, Florida, United States	Beach Business Improve... Fort Lauderdale, Florida, United States
Visits	159.9K	258.6K
Visits / sq ft	N/A	N/A
Visitors	93.7K	148.7K
Visit Frequency	1.71	1.74
Panel Visits	5.3K	8.9K

Counting no more than one visit per day
 To be counted as visit- Must last at least 7 minutes
 Tortuga organizers estimated 30,000 attendees

Typical Visitor Persona

Beach BID Expansion



Ethnicity	White
Income	\$75K - \$100K

Beach Business Improvement District



Ethnicity	White
Income	\$75K - \$100K

Favorite Places

Category:

Min. Visits:

All Categories ▾

1

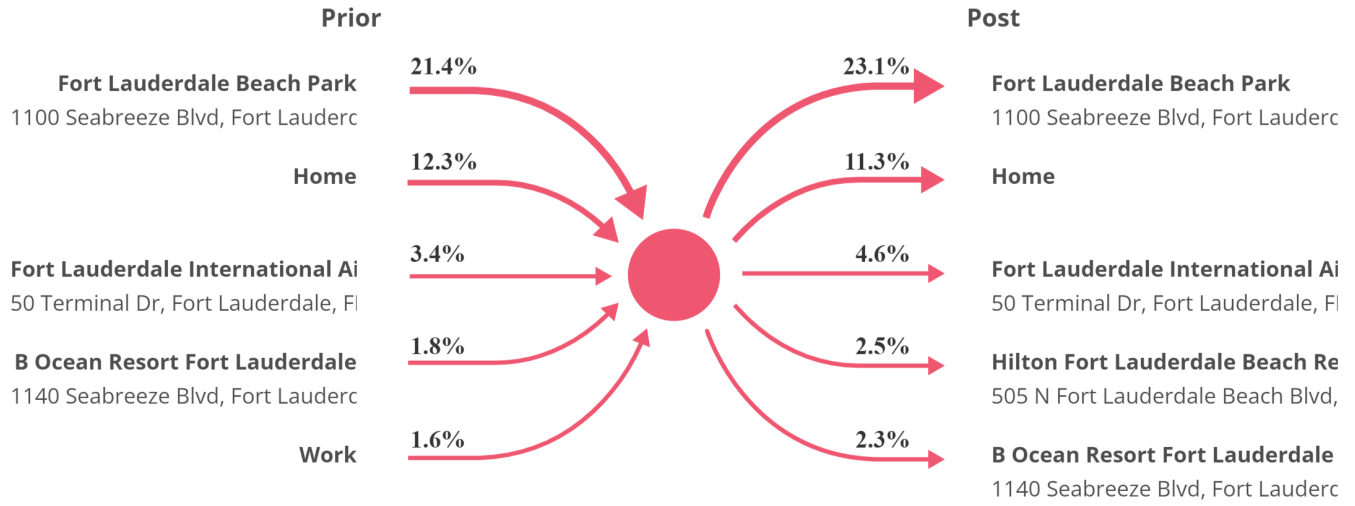
Beach BID Expansion / Fort Lauderdale, FL				Beach Business Improvement District / Fort La...			
Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
1	Fort Lauderdale Beach ...	1.2 mi	44.8K (47.9%)	1	Fort Lauderdale Beach ...	0.3 mi	62K (41.7%)
2	Fort Lauderdale Intern...	4.4 mi	28.4K (30.3%)	2	Fort Lauderdale Intern...	3.7 mi	51.6K (34.7%)
3	Marriott Hotels & Reso...	1.4 mi	14.2K (15.2%)	3	Bahia Mar Hotels & Re...	0.1 mi	28K (18.8%)
4	Bahia Mar Hotels & Res...	0.8 mi	14.2K (15.2%)	4	B Ocean Resort Fort La...	0.3 mi	20.7K (13.9%)
5	B Ocean Resort Fort La...	1.2 mi	10.2K (10.9%)	5	Rock Bar / 219 S Fort La...	0.5 mi	16.1K (10.8%)

Visitor Journey

Apr 5 - Apr 12, 2022

Visitor Journey

● **Beach Business Improvement District**
Fort Lauderdale, FL



Show by: Location | Apr 5th, 2022 - Apr 12th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

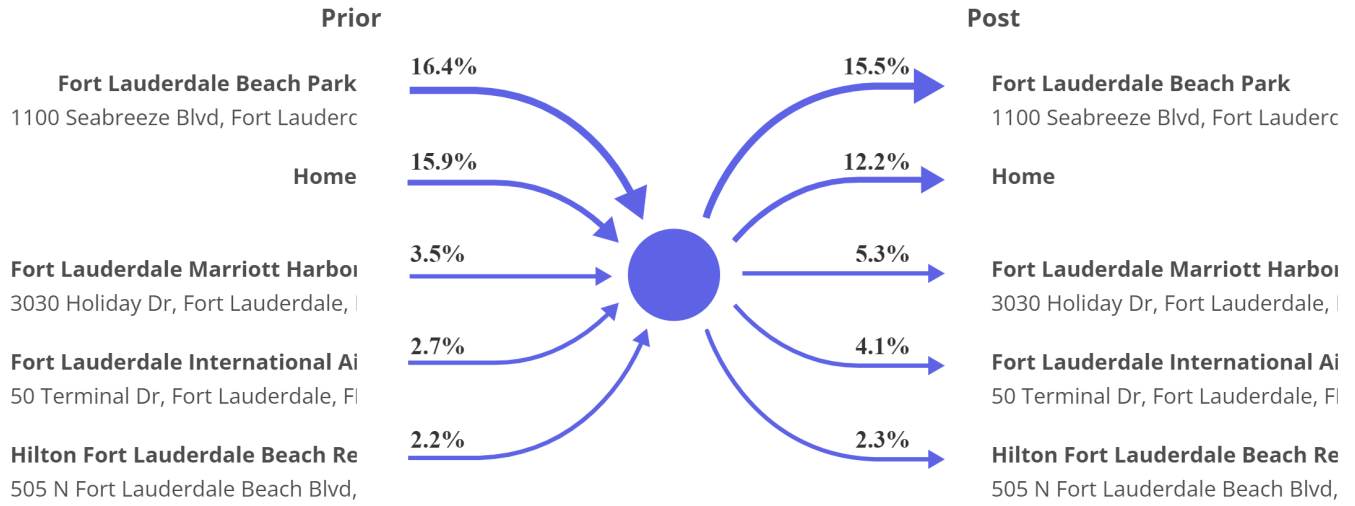


Visitor Journey

Apr 5 - Apr 12, 2022

Visitor Journey

- **Beach BID Expansion**
Fort Lauderdale, FL



Show by: Location | Apr 5th, 2022 - Apr 12th, 2022
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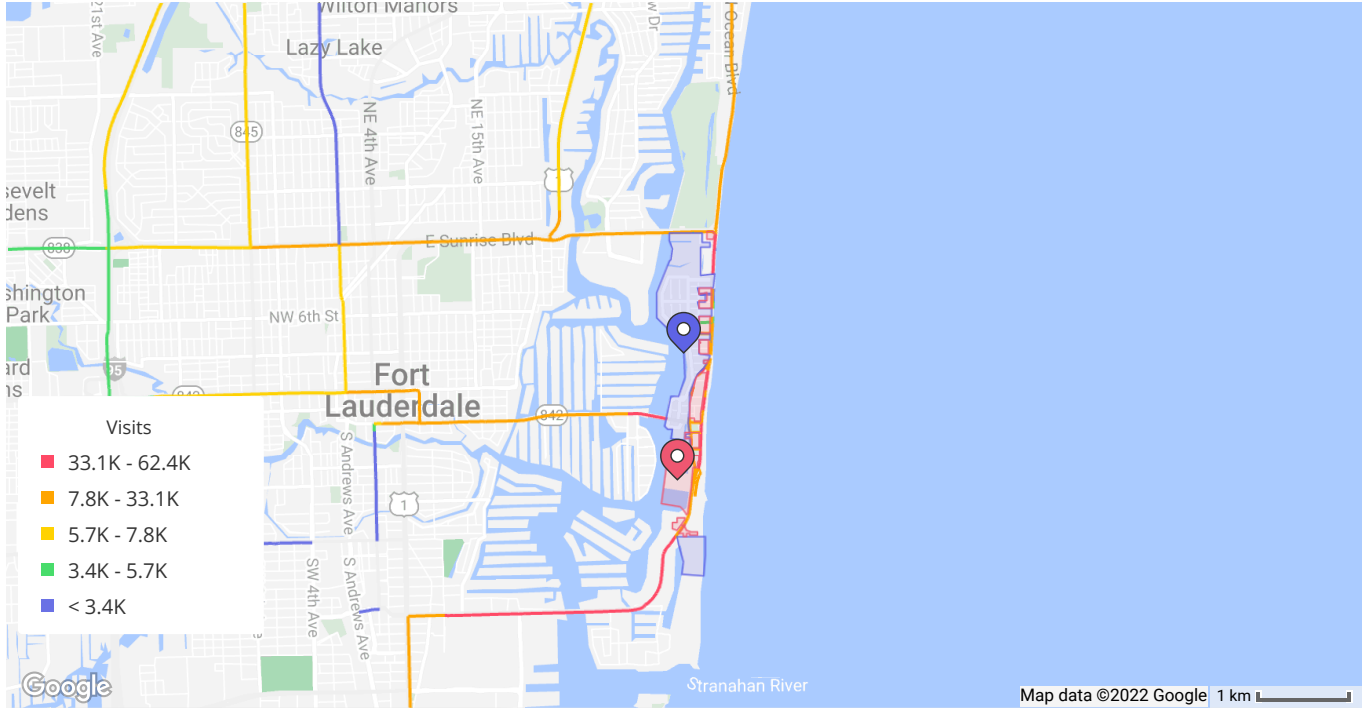
Visitor Journey - Routes

Property:

Beach BID Expansion / Fort La...

Journey Direction:

To Property
 From Property



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

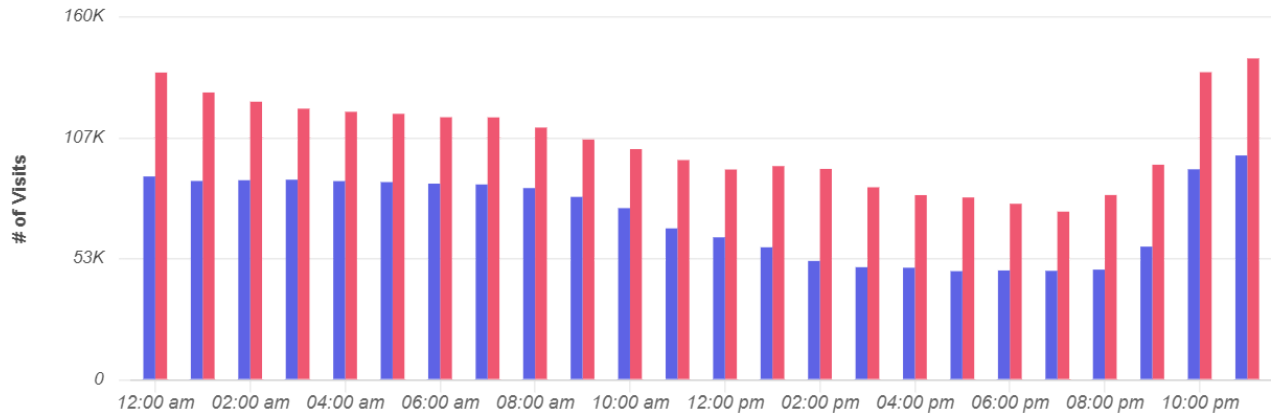
Beach BID Expansion
Fort Lauderdale, FL

Beach Business Impr...
Fort Lauderdale, FL

Event time: 11:00AM-11:00PM

Metric:

Visits



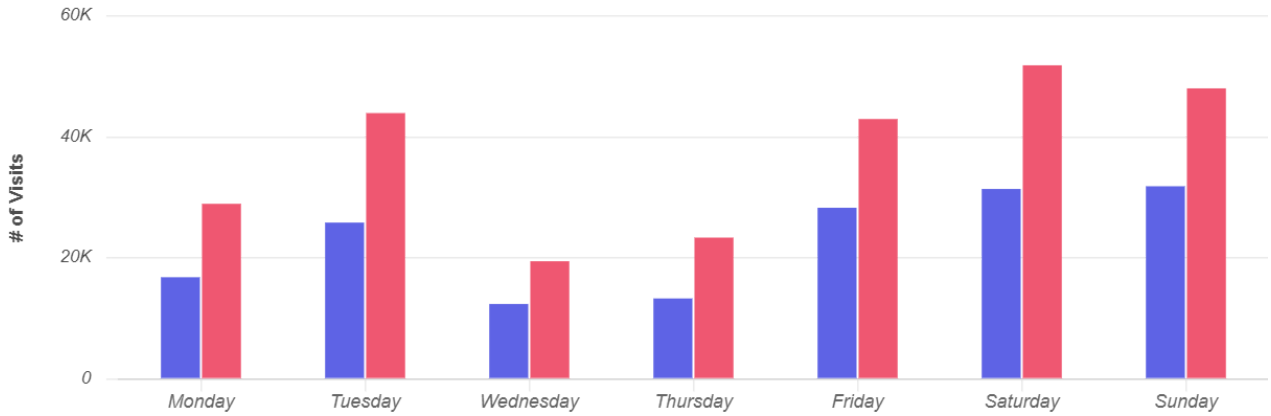
Daily Visits

Beach BID Expansion
Fort Lauderdale, FL

Beach Business Impr...
Fort Lauderdale, FL

Metric:

Visits



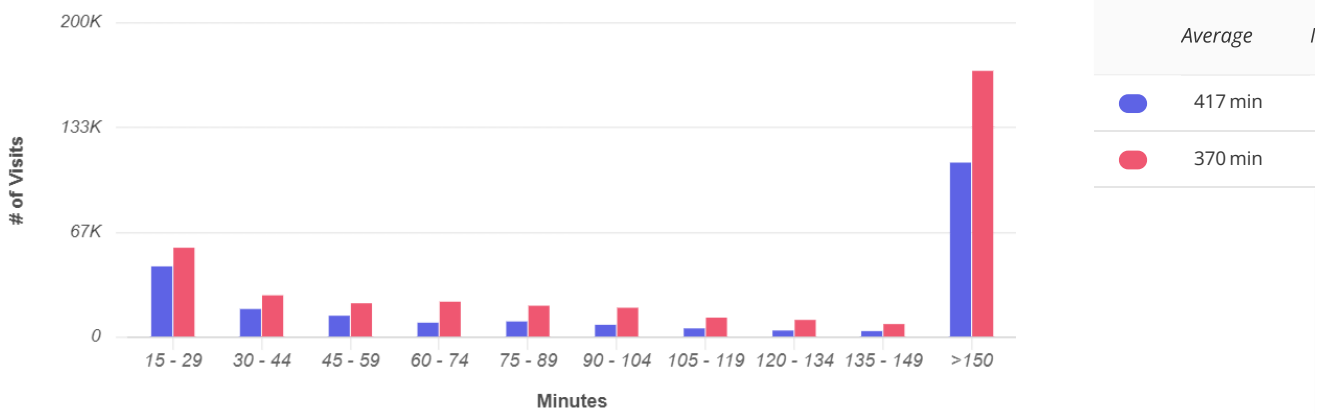
Length of Stay

Beach BID Expansion
Fort Lauderdale, FL

Beach Business Impr...
Fort Lauderdale, FL

Metric:

Visits



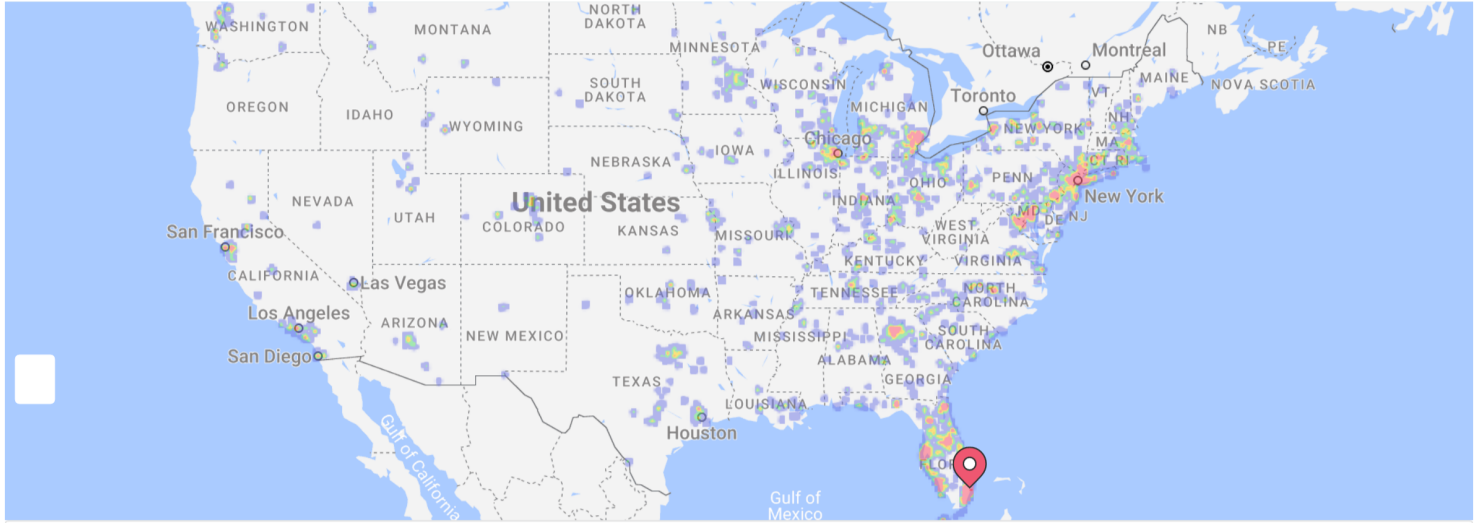
Trade Area

Apr 5 - Apr 12, 2022

Trade Area

● Beach Business Improvement District

, Fort Lauderdale, FL



The locations shown are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Apr 5th, 2022 - Apr 12th, 2022

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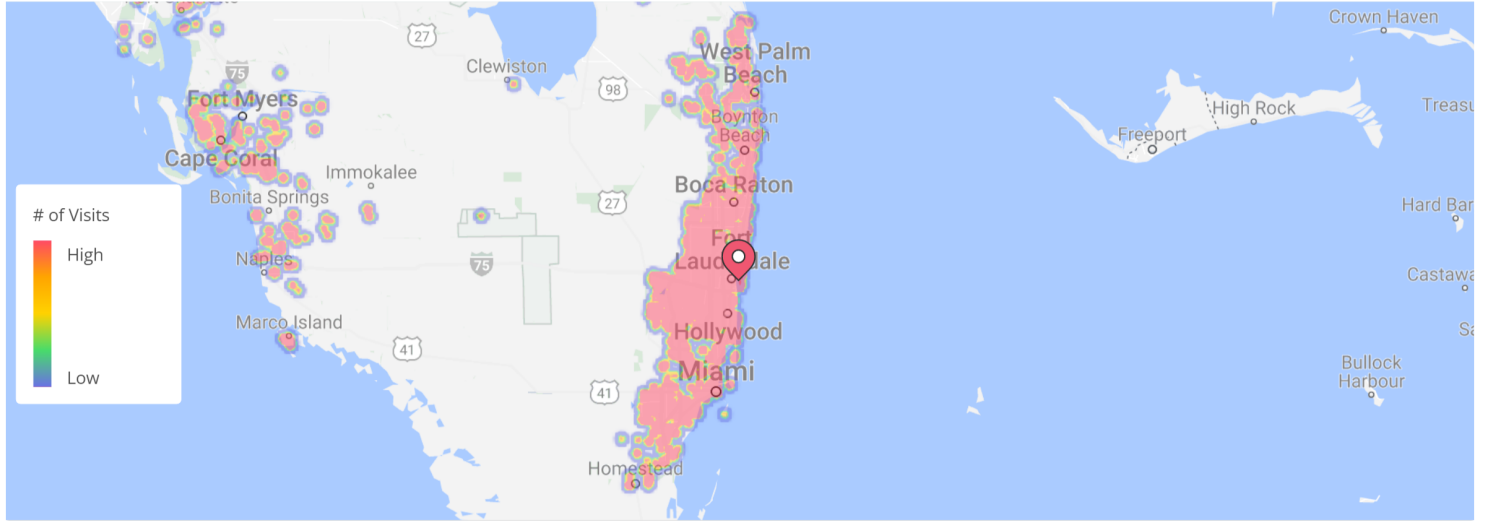
Trade Area

Apr 5 - Apr 12, 2022

Trade Area

● Beach Business Improvement District

, Fort Lauderdale, FL



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