

APPROVED
WORKSHOP

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

**THE WESTIN BEACH RESORT AND SPA, FORT LAUDERDALE
THE BONNET CONFERENCE ROOM
MEZZANINE LEVEL - SOUTH TOWER
321 FORT LAUDERDALE BEACH BOULEVARD
FORT LAUDERDALE, FLORIDA 33304
JUNE 21, 2013, 2:30 P.M.**

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	P	10	1
- Yankee Trader Hotel, A1A Trader, LLC			
Eduardo Fernandez	P	9	2
- Greater Fort Lauderdale Chamber of Commerce, Beach Council			
Kenyata Allain	P	9	2
- The Gallery at Beach Place			
Marcos Borrás (arr 2:49 p.m.)	P	9	2
- LXR Luxury Resorts & Hotels			
Bill Cunningham	P	10	1
- Marriott Courtyard, PHF Oceanfront LP			
Dale Reed	P	9	2
- The "W" Hotel, Capri Hotel, LLC			
Tom Hastings	P	3	0
- Beach Place Towers, Marriott Resorts Hosp. Corp.			
Ina Lee	P	2	1
- Beach Community Redevelopment Agency (CRA)			

At this time there are 8 appointed members to the Committee, which means 5 would constitute a quorum.

Staff

Donald Morris, Economic Reinvestment Administrator
Dan Barnett, Wizard Entertainment
Eileen Furedi, Economic Development Representative
Jamie Oppler, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

- **Quorum**

Chair Piedra called the meeting to order at 2:30 p.m. Roll was called and it was noted a quorum was present.

II. Discuss BID priorities

Chair Piedra explained the purpose of the meeting was to brainstorm on what they want to achieve as the BID in terms of marketing, advertising, and special events. He recommended considering what they want to do and then determining its feasibility, instead of the other way around.

[At this time, there was discussion about the need for more clean-up at the beach. The record of this discussion is relocated to Agenda Item IV, Old/New Business.]

Chair Piedra reported that he and Mr. Barnett had discussed concerts on the beach with recognizable bands to attract between 4,000 and 6,000 people. He said it would probably cost \$100,000, and the goal would be to generate enough ticket sales to be profitable. Chair Piedra said they could work on it from a social media standpoint to create a “buzz” for the area. They would have sponsorships and marketing from a co-op perspective. The Chair stated he is setting up a meeting with Nicki Grossman from the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) to discuss potential co-op opportunities.

Chair Piedra thought the BID’s primary objective should be to direct more business to the area and thought they could impact that by bringing more visitors to the area through enhanced marketing, social media and more special events.

Mr. Morris stated that the budget has to go out, and he wanted to make sure that the expenditures shown for next year are still valid.

Mr. Cunningham suggested researching what other similar destinations are doing successfully. He thought maybe some of those events may be looking to expand to another venue.

Chair Piedra brought up the Hollywood Beach Ambassador Program, an all-volunteer core of people who wear yellow tee-shirts and walk the beach providing information to visitors.

Mr. Cunningham thought the first step would be a strategy to collect information.

Ms. Lee asked Mr. Morris about the status of Flavors of Fort Lauderdale. Mr. Morris replied it is going before the City Commission on July 2, 2013. Ms. Lee said they need to follow through on supporting the event. Chair Piedra reported

that he sent an email to the City Commission explaining the BID's philosophy of supporting events and received several positive responses.

Ms. Lee opined that events such as Flavors of Fort Lauderdale and Food and Wine grow very well over time and fill hotel rooms; but she felt that concerts have their own concerns, such as noise and safety. She reported that City Commissioner Trantalis is heading a Town Hall meeting for beach residents who had complained there is too much going on at the beach, resulting in traffic, noise and so forth. Ms. Lee advised being aware of the issues before planning events. In addition, Ms. Lee said they had lost a lot of sporting events on the beach because of the cost of City services. Promoters of such events will be looking at such costs.

Chair Piedra commented those are issues that will have to be overcome and he suggested dealing with them as they go.

Mr. Fernandez advised looking for events that will bring them the "biggest bang for the buck" with the monies that they have. He remarked there may be events that are very popular with locals but bring no additional income to the area. He reminded the Committee that events attracting out-of-town visitors do bring incremental income to the City.

Chair Piedra concurred, noting the Committee has to look at which events are working and which are not in terms of driving revenue to the area.

Mr. Borrás mentioned that they cannot do small events, but need several large successful events (like the boat show) to bring in the money.

Mr. Hastings wondered if a fishing tournament would work.

Mr. Cunningham said the BID is conditioned to having people come to them for money, and they need to think bigger than Florida. He suggested looking at big events at other destinations such as Myrtle Beach or San Diego, and trying to recruit them to come to Fort Lauderdale.

Mr. Borrás recalled they had considered bringing Cirque de Soleil, and wondered how they would do an event such as that.

Mr. Cunningham returned to the idea of the fishing event, noting they are extremely well funded and very successful. They get money from TV shows. Mr. Hastings said the tournaments are "huge" in the Keys. He advised capitalizing on the natural resources of the area when planning events. Mr. Cunningham also suggested a fishing show or a scuba diving show.

Ms. Lee suggested a TV show or reality show on the beach.

Mr. Morris thought events had to be beneficial for the local residents as well as visitors. He suggested identifying event dollars so people do not look at the BID as a “bank” to get money from for any event.

Chair Piedra said they have to stay with their plan of weaning the events of the BID money and not continue funding them at 100% every year.

Mr. Borrás proposed going to events that are already happening, instead of having promoters come to them. He thought they should identify 12 events worthy of support, then go to the CVB and tell them those are the targeted events they would be willing to bring to the City and support.

Chair Piedra asked Mr. Barnett to do some research into events that work in other locations that they could emulate or approach.

Mr. Cunningham suggested tapping into the CVB for information.

The Grand Prix was mentioned, and Mr. Morris said they are “still talking.” There are issues with the roadway, and they are looking for capital.

Ms. Lee suggested talking to John Webb regarding potential sporting events. Chair Piedra and Mr. Barnett will call him.

Mr. Borrás wondered if Tortuga might be interested in doing a second show. Chair Piedra will bring it up next week when he talks to **Jeff**. It was pointed out they lost a lot of money and hope to make it up in the future. Ms. Lee said it was a seamless production.

Mr. Barnett reviewed they will do some research, find existing events anywhere in the country that would be appropriate for the beach venue and identify some companies that might want to have multiple events around the country. He said it might be possible that a wine and food event could be done on the Fort Lauderdale beach in March. He reiterated they should be looking at events where people will want to travel in to attend.

Ms. Lee remarked that picking the time frame for events is crucial to driving the most room nights for the hotels. Chair Piedra mentioned that some times of year are undesirable due to weather, such as September.

Mr. Barnett distributed a handout with a schedule and calendar of events. He pointed out that the bolded events are the major ones. He suggested picking two time periods to zero in on for an event.

Mr. Barnett reviewed the marketing strategies on the first page of the handout.

Regarding CVB co-op opportunities, Mr. Barnett said he met with Lisa Hoffman Linero from Starmark to understand what opportunities are available. He distributed the co-op plan from the previous year, and stated that the plan for this year will be done in the next few weeks. The person who executes the projects is Dorian Curry, the ad buyer for the CVB. Mr. Barnett directed the Committee's attention to the document highlighting Ms. Curry's skill set, adding that she would be interested in focusing on branding Fort Lauderdale Beach.

Mr. Barnett continued they could focus on events and event producers,

- Bid do some marketing
- Do a specific brand marketing initiative for Fort Lauderdale Beach
- BID doing more special event themselves

Mr. Barnett continued that Ms. Curry will provide the BID with a proposal for co-op advertising, and he will set up the meeting with Ms. Grossman to get CVB support. If the BID decides if they are interested in co-op advertising, he suggested having a presentation, probably by Ms. Curry.

Chair Piedra remarked that they should pursue matching dollars with the CVB if they do co-op advertising. Mr. Barnett added that if they decide to spend \$100,000 on marketing co-op, they need to focus on the message that will build the brand.

Mr. Reed mentioned they have to look at how to get their brand out, avoiding being overshadowed by others. He asserted that the public does not know what the BID is, and does not know it is connected with the website, www.myfortlauderdalebeach.com. Ms. Lee thought they could utilize the Hello Sunny branding to bring people to Fort Lauderdale Beach. Mr. Morris felt that only two of the graphics suggested a beach, and Mr. Barnett said they would have to augment the image.

Mr. Barnett emphasized the need for a cohesive approach in whatever they do, and said that the image has to be simple and consistent enough so that people recognize the connection between the BID and the beach.

Mr. Reed concurred, noting they need consistency in the internal branding (political aspect with the City and neighbors) and the external market (getting people to come to the beach). The hotels could be tied together with the marketing of the beach.

Ms. Lee asserted that one event a year, such as the Grand Prix, could change the image of the destination to a higher level.

Mr. Fernandez felt they might be talking about a campaign beyond their financial reach, and suggested being more of an advocacy group.

Mr. Morris brought back the idea of concerts with 5,000 to 6,000 attendees several times a year. He thought that could build up momentum to a larger event put on by someone else.

Chair Piedra commented that the branding probably has to be done in conjunction with other entities. He also said that advocacy is extremely important as far as reaching out to the City Commission. He continued that they need to show a return on investment to those who put money into projects. They need to work the branding, website, advocacy, events and social media.

Chair Piedra wondered if they could put out an RFP for a firm to do a social media campaign. He referred to an article in *Hotels* magazine about a firm that specializes in hospitality from a social media standpoint.

Chair Piedra asked the Committee to narrow their initiatives and put two or three objectives to each for moving forward. He advised staying with actions they can control or at least where they can have some influence.

Chair Piedra reviewed that they want Mr. Barnett to research events in other areas and get ideas on whom to contact.

Mr. Cunningham remarked their first priority could be already successful events at other locations.

Chair Piedra noted that concerts are risky but worth investigating. Events that Fort Lauderdale has already had should be evaluated for their impact.

Having an event every Saturday night on the beach was brought up as a possibility. Another idea was having one annual high-impact event to put the beach on the map. Mr. Barnett added it they might have co-branding with an event that has a great image. Ms. Lee related some of the events being done at Miami Beach.

Ms. Lee mentioned that the City has multiple people coming in looking to do events, and she said they need to get in that loop of information. She suggested getting the information from the Mayor. Mr. Barnett confirmed that would get them in a position to sell the destination.

Ms. Lee suggested having more cultural events (Art Basel-type, not orchestras), and said there is funding available from different sources for that type of event. She mentioned the head of the Broward County Cultural Division as a contact.

Mr. Morris remarked they will always get requests for money and need a policy on handling funding requests. A brief discussion ensued about the existing policy, with it being noted that they need to have better follow-up and accountability. Mr. Barnett said he would do a post-event evaluation on Saturday Nite Alive this year that could be used as a protocol. Mr. Fernandez added they need full financial transparency on the events.

The following key points were discussed regarding events:

- Research on what is successful elsewhere
- Identify events in other locations to see if they are interested in coming to Fort Lauderdale
- Review existing events to determine viability
- Concerts
- World-class sporting events
- Fishing events
- Reality show
- An event every Saturday
- High-impact, upscale image event
- Larger events that provide more economic benefit
- Find out about events when they are first proposed
- Cultural/art events

The discussion then turned to marketing/branding, with Chair Piedra stating that they must invest dollars for professionals to assist them.

Regarding branding/marketing, the following points were highlighted:

- Invest money in branding (no one else in the City is doing it)
- Speak with CVB about getting their help/advice
- Social media RFP - engage a firm via bids
 - Need a budget number such as under \$50,00 annually
 - Follow the procurement process with the BID being the selection committee
 - bcvevolve.com mentioned as a possible firm
 - Mobile apps
- Create three iconic creative structures for photo ops on the beach so people will go up and down beach (arch? surfboard? sea serpent going by?)
 - Las Olas and A1A (Promenade area)
 - Fort Lauderdale Beach Park
 - North end of beach
- Beach Ambassador Program
- Publicity event/stunt (mermaid? "Color Run"?)

Mr. Morris mentioned that there is some opposition to putting a structure up at the entryway to the beach, as it blocks the view of the ocean.

Mr. Barnett expressed his wish to allow the BID to provide input into some of the proposals that the CRA is working on, such as the Promenade on the Intracoastal Waterway. Mr. Morris said the total budget of CRA dollars for the projects is \$72 million.

The discussion then turned to City services.

Regarding City services, the following points were highlighted:

- Augmentation of beach cleaning services
- Beach services/concession contractor
 - Chairs
- Beach security
- Safety/lighting
- Traffic control
- Cost of City services for events
- Parking and transportation

Chair Piedra shared that the City has done their part with the lighting on the east side of the street, but FDOT has done nothing on the west side. Ms. Lee said that the City is working to adjust their turtle lighting regulations to create more light.

Mr. Morris stated that the Westside A1A improvements in the CRA will include turtle friendly lighting, perhaps in 2016. There is also FDOT funding for lighting further north, similar to what is on the west side.

Mr. Fernandez commented that there is confusion amongst agencies about the (non-existent) lighting north of Sunrise and A1A. He believed they need to get the "official story," and see if something can be done for the short term. Chair Piedra mentioned an individual (George Arrizurieta) who could speak to the group about addressing the turtle lighting problem.

The Committee expressed interest in having Mr. Prizlee provide a status update on the various CRA projects.

Chair Piedra stated they need to prioritize the lists generated at this meeting and move toward eventually assigning tasks.

Regarding the Committee's budget, Mr. Morris said that if they take the money rolled over from the current year and do not have additional expenses, the BID will have approximately \$580,000 revenue after expenses. The money needs to be allocated so that he knows what categories to use in the budget. Mr. Morris

continued that the general budget will go to the City Commission and can be amended before approval in September.

Mr. Morris will send the budget by email, and asked the Committee members to comment on it. Chair Piedra thought they could get some placeholders for some items. Mr. Morris asked that the Committee also discuss existing expenditures at their next meeting.

Mr. Cunningham recalled an open water (offshore) racing event about eight years ago and wondered what happened to it. He also brought up professional volleyball on the beach. Ms. Lee said that would tie in with the major sporting type of events, and suggested talking to John Webb.

Other sporting-related events mentioned were:

- Extreme Red Bull sponsors
- Base-jumping off buildings
- Kite surfing
- Professor Splash
- Water show
- Diving show

III. Communications to the City Commission

None.

IV. Old/New Business

Ms. Lee mentioned she went to Saturday Nite Alive around 6:30 p.m. and reported the smell on the beach was bad. She showed a photo of an overflowing trash can in front of Beach Place. Another photo depicted the beach filled with litter. She said she went back to the beach Sunday morning around 8:30 a.m., and the beach was still "pretty bad."

Mr. Fernandez wondered who was responsible for the trash cans in the paved areas. Mr. Morris said it was part of Parks and Recreation's budget and he thought they do two pickups a day.

Mr. Morris confirmed they did not put in any additional funding for cleanup for Saturday Nite Alive. Mr. Barnett said the trash was already there by 5:00 p.m. because the beach was so busy that day. He suggested getting a report on the baseline cleanup schedule so that the BID can augment pickup if necessary.

Ms. Lee cautioned they need to act soon so that visitors will not be discouraged from attending events. Mr. Fernandez added that the issue is not restricted to events, but is an ongoing issue.

Chair Piedra asked Mr. Morris to consult Mr. Thornburg (Parks and Recreation Director) about the issue.

Mr. Fernandez mentioned there had been problems also on Sunrise Lane behind his hotel. Mr. Fernandez confirmed that the area was considered the "Entertainment District," and suggested more targeted pickups there.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:33 p.m.

[Minutes by J. Rubin, Prototype, Inc.]

Attachments:

- Wizard Entertainment BID Management Marketing/Event Strategy Outline with calendar - Dan Barnett
- Letter from Dorian Curry Media Services - Dan Barnett
- Last year's co-op advertising proposal - Dan Barnett
- BID Budget - Donald Morris
- Chart of Supplemental Cleaning Costs - Dan Barnett
- Handout of "Hello Sunny" graphics - Dan Barnett
- Photos of trash on the beach - Ina Lee