



AGENDA ITEM MEMORADUM

Administration

Pat Himelberger

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> Dec 13, 2011	Dec 2 nd

**Subject to Change*

- | | | | |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input checked="" type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi-Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC: MARKETING THE TOWN

SUBJECT TITLE: New Special Events Sponsored by the Town

EXPLANATION: We have been meeting with an Ad Hoc Marketing group comprised of hoteliers, restaurateurs and retailers of the Town for the past few months in order to set marketing priorities and discuss possible events that are consistent with the goals of marketing the Town. (We included funds in the Marketing budget for new events.)

A list of marketing priorities was included in the Town Manager’s report at the last Commission meeting and we continue to work through them as we develop a Town marketing plan.

In addition to developing marketing priorities, two other issues have been discussed:

- a. How to provide LBTS tourists more activities that will make their stay more enjoyable and make them want to return to LBTS; and
- b. What type of events might fill hotel rooms and increase retail and restaurant sales during the off season.

Many ideas were discussed and two event types were agreed upon for Town sponsor pending Commission approval.

The first event would be held Thursday, February 23rd, the evening following the Chamber’s Taste of the Beach event in order to take advantage of the cost-savings of sharing the expense of the Chamber’s tent rental and to be able to market a series of events in a single week. The ad hoc group proposes a “Caribbean Carnival” themed event with Caribbean-style music, food & tropical drink vendors (preferably local vendors), and a dance exhibition, lessons or maybe a contest. Local vendors will be offered the opportunity to participate in a variety of means.

Jason Wilson of Alley Oop noted his Second Annual Skimboarding Competition and Dance Contest is scheduled for Saturday, February 25th. If we included the Village Grille/Ocean 101 Jazz on the Square event on Friday, February 24th and Athena’s music and dance event on Saturday, February 25th, the Town can market 4 days of entertainment.

- February 23rd – Taste of the Beach
- February 24th – LBTS Caribbean Carnival from dusk til 11 pm
- February 25th – Village Grill’s /101 Ocean – Jazz on the Square in the evening
- February 26th – Alley Oop’s Skim Boarding Competition during the day (beach location)
Alley Oop’s Dance Contest (an evening event in front of their store)
Athena’s Saturday night Music & Dance on Commercial



Everyone understands that hotel occupancy is very high during that period. The intent would not be to fill hotel rooms that week, but to entertain the tourists that are here and entice tourists who are staying in Fort Lauderdale or elsewhere in Broward during that period to come to LBTS and see what we have to offer as a destination.

We estimate that the marketing, tent rental share, bands, dance floor and other event costs to be approximately \$6,000.00. This would be a Town-sponsored event because the business community will be sponsoring the other four events that week. Funds are available in the budget for this event.

The second idea is to hold a series of family-oriented events over a 3-5 day period towards the end of June if there is sufficient interest from the hotels. The purpose of the event would be to fill hotel rooms in the shoulder season by providing families with an event-filled vacation opportunity. The idea is to have several events to choose from each day such as skim boarding lessons, cooking lessons, arts and craft activities, snorkeling tours, a retail scavenger hunt, movies and concerts in El Prado Park, kayak rentals, yoga classes on the beach, and sea turtle nesting education. Local vendors would be heavily involved. Several hoteliers are currently contacting their peers to determine if there is interest in pursuing this idea. Although this event is still in the exploratory stage, we wanted the Commission to be aware of the discussions. The Town's role would likely be to assist in developing the marketing materials, and sponsoring the movies and concerts in El Prado Park.

RECOMMENDATION: Commission authorization of the Town sponsorship of, and the expenditure of up to \$6,000 for, the Caribbean-themed event to be held on February 24th.

SOURCE OF FUNDS: Acct# 001.519.100.500.495

Reviewed by Town Attorney
 Yes No

Town Manager Initials CB