



# AGENDA ITEM REQUEST FORM

Item No. 3e

**Town Manager**

**Connie Hoffmann**

Department Submitting Request

Dept Head's Signature

**REGULAR**  
**COMMISSION MTG**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

**ROUNDTABLE**  
**MEETING**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

- April 27, 2011
- May 24, 2011
- June 28, 2011
- July 26, 2011

- April 15 (5:00 pm)
- May 13 (5:00 pm)
- June 10 (5:00 pm)
- July 15 (5:00 pm)

- April 12, 2011
- May 10, 2011
- June 14, 2011
- July 12, 2011

- April 1 (5:00 pm)
- April 29 (5:00 pm)
- June 3 (5:00 pm)
- July 1 (5:00 pm)

**FY2011 DESIGNATED HIGH PRIORITY ITEM**  
(MASTER PLAN)

**SUBJECT TITLE: TOWN MARKETING PLAN**

**EXPLANATION:** In April the Commission asked that RMA develop a proposal to prepare a Marketing Plan for the Town. That proposal is attached. The cost of the proposed work is approximately \$62,000 which includes a \$25,000 expenditure for market research involving on-site interviews of 250 visitors to Lauderdale-by-the-Sea and a telephone survey of 250 residents of the adjacent metropolitan area regarding such things as their activities in the Town, spending habits, indications of what would bring them back or cause them to come to Town, positive and negative experiences in Town and their image of the Town. The data gathered in the market research will be used in developing the marketing plan and will serve as baseline data against which we can gauge progress. The development of the Marketing Plan is a one-time expense, but the market surveys would be repeated periodically in the future to determine whether we are achieving our market objectives.

Funds are available in this year's consulting budget to cover the cost of RMA proposal.

You will recall that RMA also recommended that the Town hire a Marketing Director or contract for the services of an experienced Marketing professional to the Town. It would be difficult to do an RFP for marketing services without first having the marketing plan on which to base a scope of services for the RFP. As far as hiring an in-house marketing person, RMA has advised that, in their experience, the Town will have to pay a salary of \$70-\$75,000 for an experienced, high quality marketing professional who can hit the ground running. With benefits the annual cost would increase to nearly \$100,000. It is possible that, through an internal reorganization, we could offset some of those costs from within the existing budget. The advantage of having the Marketing Director on staff is continuity, full integration into the community, and a constant presence to bring a marketing mindset to all we do. Given our current workload, it would take almost three months to recruit and hire a marketing staff person. RMA indicates that, once the Town executes their contract (which would be July 1<sup>st</sup> at the earliest if the Commission decides tonight you wish to go forward), they can have a draft marketing plan to us in three months.

If the Commission decides to go forward with development of the marketing plan, it is my suggestion is that we prepare next year's budget with \$100,000 earmarked for marketing services. Come October, we could simultaneously recruit for a Marketing Director and issue an RFP for marketing services so we can determine which approach is least costly and most effective.

**EXPECTED OUTCOME: 1) Commission direction on RMA's proposal to develop a marketing plan;**  
**2) Discussion of including funds in the FY 2012 budget for marketing services.**

**EXHIBIT:** Marketing proposal dated 6/8/2011 from RMA



3109 East Atlantic Blvd, Suite B  
Pompano Beach, Florida 33062  
Contact: (954) 829-3508

June 8, 2011

Constance Hoffmann, Town Manager  
4501 Ocean Drive  
Lauderdale-by-the-Sea, FL 33308

Dear Ms. Hoffmann,

RMA ("Consultant") is pleased to provide this scope of services and fee proposal to undertake market research and to prepare a marketing plan for the Town of Lauderdale-by-the-Sea based on that research.

RMA had earlier recommended that the Town of Lauderdale-by-the-Sea develop a comprehensive marketing approach to implement certain components of the Towns Master Plan. RMA had recommended the following actions:

**1. DEVELOP A MARKETING PLAN**

- 1) Develop Objectives, Strategies, and Tactics to retain and attract businesses and to increase sales

**2. IMPLEMENT THE MARKETING PLAN THROUGH A VARIETY OF MEANS, INCLUDING SPECIAL EVENTS**

- 1) Hire a Marketing Director (or contract position) to be responsible for :
  - Outreach and Communication
  - Special Events schedule and objectives
  - Develop a business-oriented web site
  - Handle special media
  - Public relations
  - Prepare a centralized hotel marketing strategy
  - Implementation of the strategies & tactics defined in the Marketing Plan
- 2) Undertake a Branding Campaign to create a well-defined identity for the Town
  - Hire and manage consultant to go through the branding process
  - Implement branding recommendations



### **3. UNDERTAKE RETAIL and BUSINESS DEVELOPMENT**

- 1) Establish incentive programs for retail properties such as
  - Retail Façade Grants (Signage /Exterior)
  - Merchant Assistance
  - Relocation
- 2) Establish a merchant association
  - Begin monthly meetings
  - Address business hours of operation

### **4. RETENTION OF HOTEL INVENTORY AND SUPPORT HOTEL OPERATIONS**

- 1) Create incentives for hotel rehab through code revisions and a rehab grant program
- 2) Establish a Hotel Association to address:
  - Rate structures
  - Foster collective advertising marketing
  - Develop a web site
- 3) Establish a hotel property rating system/quality assurance program

## **PROPOSED SCOPE OF SERVICES**

To ensure the objectives and strategies of a marketing plan are based on data and statistical information and not simple assumptions, RMA recommends that the Town conduct research to form an analytical basis for the plan. The data compiled from the research should be measured each year to accurately determine whether the goals and objectives of the plan are being met and identify if modifications to the marketing program are needed. This scope provides that a marketing plan will be drafted with an emphasis on the commercial/retail and lodging industries. RMA will manage the hiring, oversight and analysis of the research data.

### **1.0 MARKET RESEARCH**

#### **1.1 INTERCEPT SURVEY**

Intercept Surveys are a valuable tool to analyze the existing customer base of the Town. Intercepts are conducted by stationing "interviewers" at key locations in a targeted area. The questions asked provide a baseline for who is currently in the area including demographic data, what they are doing there. Intercepts are valuable to establish a baseline of activity. Over time, surveys are conducted at the same time each year and used to track changes in activity and the customer base.



Unlike phone surveys, the results of intercept surveys provide very accurate information from the individuals who already come to the commercial section of the Town including their impression of the area, the changes that need to be made, as well as their habits and preferences.

Deliverable: See Exhibit A for the Intercept Survey Format and Questionnaire. This format will be used to collect data and will be correlated into a report. Client may make changes to the questionnaire as needed. Both a hard copy and an electronic copy of the report will be provided to the Client.

### **1.2 PHONE SURVEY**

Phone surveys are invaluable to determine what the perceptions are about the Town by individuals who may or may not currently frequent the area. Most of the information gathered from phone surveys is used to gauge the "image" an area has and specifically target key assumptions from people who may not be very familiar with the area but nevertheless have an opinion. The perceptions of an area must be understood to attract a new customer base. Like intercept surveys, phone surveys should be conducted at the same time each year from the same radii to track changes in the perception of the area.

Deliverable: See Exhibit B for the Phone Survey Format and Questionnaire. This format will be used to collect data and will be correlated in to a report. Client may make changes to the questionnaire as needed. Both a hard copy and an electronic copy of the report will be provided to the Client.

### **1.3 MERCHANT / BUSINESS / HOTEL OWNER SURVEY**

To determine the current status of the business community, merchant and business owner surveys are conducted. The hotel industry will be surveyed as well. The goal is to gather information on the existing business operations including sales indicators, merchandise and inventory, expansion opportunities, information on their existing customer base, and what their plans are for their business. Business attraction is a core aspect of marketing efforts, and to attract new businesses, the Town needs to understand the existing operations in order to gauge what changes need to be made.

### **1.4 MARKET PROFILES**

Two ESRI reports are suggested for this project. ESRI are statistical reports that provide demographic and psychographic information about the market in a given area. One report is the standard 1-3-5 mile radius while the second is the 3-5-10 minute driving radius. Both reports will include demographic data, household size and income and amounts spent on goods and services.

On demand reports from various entities will be purchased that provide a market profile of any given geographic area. This data is compared to information gathered from phone and intercept surveys to see where the Town falls comparably. Decisions can be made to target certain markets using this data. Information related to households' size and incomes, age, population, education, and employment is gathered. Information can also be garnered from these sources on spending habits and the amounts spent on a variety of goods and services.



## **2.0 MARKETING PLAN**

The Marketing Plan is a valuable tool to effectively target marketing dollars to meet specific goals and objectives. The Marketing plan will contain the following sections:

- I. Executive Summary of the Plan
- II. General Information – Base information including an analysis of the existing merchandise mix, hotel inventory, current customer base, and major redevelopment target sites.
- III. Situational Analysis – Data on primary, secondary, local and tourist markets as well as analysis of the commercial and competitive markets.
- IV. Conclusions on Problems/Opportunities drawn from the market research and defined objectives & Strategies to address both.
- V. Tactics – this section provides detailed programs and activities that should take place in order to achieve the objectives.
- VI. Budget – a detailed budget for the activities and programs outlined.
- VII. Evaluation Criteria to determine whether marketing efforts are working.

## **3.0 SCHEDULE OF WORK**

Consultant will begin implementing Section 1.0 upon execution of an agreement between the Town and RMA.

### **3.1 Intercept and Phone Surveys**

- Week 1-2 Project Kick Off/Meetings - Review Questionnaires and preparation
- Week 3-5 Conduct Intercept Survey
- Week 6-8 Conduct Phone Survey
- Week 9-10 Intercept and Phone Final Reporting

### **3.2 Merchant Survey**

- Week 1-3 Data Collection
- Week 4-6 Final reporting

### **3.3 Market Profiles Data – Collected as available**

### **3.4 Marketing Plan**

- Week 10-12 First Draft of Marketing Plan

Note: Schedule depends on Client's ability to respond to Consultant's request for meetings and coordination of activities.

## **4.0 FEES**

### **4.1 Intercept and Phone Survey**

We have worked with several firms that do market research and have found Profile Marketing to be a professional and reliable firm that consistently provides statistically-accurate information. We solicited the attached proposal from Profile Marketing to do the



intercept and phone surveys described earlier. Depending on the number of surveys, the Client may choose between sample sizes for the Visitor and Phone Survey. RMA recommends either option.

	Visitor Intercept Surveys	Market Telephone Surveys
n- 125	\$9,702	N/A
n- 250	\$13,735	\$8,950
n- 400	N/A	\$12,250

RMA will add a 10% fee for the management and analysis of the surveys. Assuming the Town selects the sample size of 250 for both the intercept and telephone surveys, the cost of this research, including RMA's fee, would be \$24,953.50.

#### 4.2 Merchant /Business Owner Surveys

A target of 50 surveys is recommended. The fee is \$ 25 per survey for a total cost of \$1,250. Postage for mailing questionnaires is not included in the fee.

#### 4.3 Market Profiles Data

ESRI reports will be collected and analyzed for a flat fee of \$500.

#### 4.4 Marketing Plan

Preparation of the Marketing Plan will be completed for a flat fee of \$35,000.

#### Summary of Fees:

Intercept and Phone Survey (sample size 250)	\$ 24,935.50 (Sub-contracted work)
Merchant/Business Surveys	\$1250.00
Market Data	\$500.00
Marketing Plan	\$35,000.00
Total	\$ 61,685.50

#### 5.0 Meetings

The Consultant will perform the work per the Agreement including attending two (2) meetings with the Client on an as-needed basis and one (1) Town Commission Meeting to present the Plan.

We look forward to working with you on this project. Please call me if you have additional questions.

**SUBMITTED BY:**

Kim Briesemeister, Principal

Chris Brown, Principal

**EXHIBIT A**

PROFILE MARKETING RESEARCH

March 22, 2011  
Project #110311-2383

**NORTHWOOD VILLAGE SURVEY – ONSITE**

ID# \_\_\_\_\_

TIME STARTED: \_\_\_\_\_ AM/PM

TIME ENDED: \_\_\_\_\_ AM/PM

Hello. I'm \_\_\_\_\_ from Profile Marketing Research, a local marketing research organization. We are conducting a brief survey on behalf of **NORTHWOOD VILLAGE**. I'd like to ask you a few brief questions. We're not selling or promoting any product or service. We're only interested in your opinions.

As thanks for your participation, if you qualify to complete the survey, we will enter your name in a drawing for a gift basket with items from Northwood Village businesses.

**IF FAMILY, BE SURE TO INTERVIEW ADULT HEAD OF HOUSEHOLD**

Gender of respondent             Male             Female

Today's date \_\_\_\_\_

Day of week     Sunday     Monday     Tuesday     Wednesday  
                          Thursday     Friday             Saturday

1. Are you 18 years of age or older?

Yes, 18 or older            → **CONTINUE**  
 No, under 18                → **THANK AND TERMINATE**

2a. Do you work or own property in the Northwood Village area? That is Northwood Road, 24<sup>th</sup> Street, and 25<sup>th</sup> Streets between Dixie Highway and Broadway.

Yes            → **THANK AND TERMINATE**  
 No             → **CONTINUE**

2b. Including today, approximately how many times would you say you have visited Northwood Village...

In the past seven days?            # \_\_\_\_\_

In the past four weeks?            # \_\_\_\_\_

In the past three months?            # \_\_\_\_\_

First time visitor

**ASK ALL AND SHOW CARD A:**

- 3a. What is your main reason for visiting today?
- 3b. What places/establishments here in Northwood Village did you go or visit, today, if any?
- 3c. And what other places/establishments, if any, do you intend to visit today?
- 3d. **SKIP IF FIRST TIME VISITOR:**  
Other than places/establishments you visited or will visit today, which of the following, if any, have you ever visited/patronized?

	Q3a Main Reason	Q3b Visited	Q3c Will Visit	Q3d Others Ever Visited
AAA Furniture & Repair				
Affordable Fashions & Footwear				
All About Details				
Allora				
Alonso Construction				
Basic Touch Beauty Salon				
B&M Doors & Millworks				
Basic Touch Beauty Salon				
Birds Off Broadway				
Blue Chip Barber Shop				
Branch Construction				
Café Centro				
Camile's Flowers & Gifts				
Center For Creative Education				
Centro Piano Bar				
China Beach Bistro				
Circa Who				
Colome & Associates				
Community Grocers				
Culinary Classics Catering				
Dada Unisex				
The David Kspace				
Dixie Printing				
Dockside Canvas				
Emilie Marie Antiques				
Etc.				
Exclusively Argentine Tango				
Fresh Catch Seafood				
Gardenhouse				
Hair 2000				
Hello Cupcake				
Harold's A Coffee Lounge				
Indigo Seas				
Jade Kitchen				
JMJ Variety Store				
King's Sports				
Left Hand Lois				
Lockhart Security				
Lunic Transfer				
Male La St. Benitier Botanica				
Mark Plating				

	Q3a Main Reason	Q3b Visited	Q3c Will Visit	Q3d Others Ever Visited
Mirjean Island Cuisine				
Mo Betta Braids and Things				
MTC Remodeling				
Mucci Salon & Spa				
Music Man				
My New Old Chair				
New Beginnings Barber Shop				
Northwood Boutique				
Northwood Glass Art & Gifts				
Northwood Market				
Northwood Renaissance				
Nowlin Flower Shop				
Palm Beach Restoration Studios				
Paul's Place				
Presto Pizza & Deli				
The Purple Bougan-Villa				
Relish				
Rhonda's Unique Touch				
Royal Reflectionz Barber Shop				
Something Lively				
The Sunflower Room				
Sunset Bar & Grill				
Sunshine Tape & Label				
Supe's Jamaican Restaurant				
This Is It Café				
Thompsons Service Station				
Tina's Grocery				
Tinson Antiques				
Touch of Nostalgia				
US Post Office				
Washrite				
Wildes Builders				
World Famous Restaurant				
Walking/bicycling/jogging				
None of the above				
Other (SPECIFY):				

4a. How did you travel to Northwood Village today?

- |                               |                                   |                                  |
|-------------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Car  | <input type="checkbox"/> Tri-rail | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Bus  | <input type="checkbox"/> Bike     | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Taxi | <input type="checkbox"/> Walk     |                                  |

4b. How long did it take you to get here today? \_\_\_\_\_ # minutes

5. Approximately how much time in total do you plan on spending here today? \_\_\_\_\_ # hours

6. Including yourself and all members of your party, about how much, in total, will you have spent at the Northwood Village during this visit?

- \$0 to less than \$10
- \$10 to less than \$25
- \$25 to less than \$50
- \$50 to less than \$100
- \$100 or more

7. How would you describe Northwood Village to someone who had never been here before? Please be as specific as possible. **PROBE IN DEPTH.**

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8a. What would you say are the area's strong points? **PROBE IN DEPTH.** What do you like in particular? Please be as specific as possible.

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8b. And what would you say are the area's weak points? **PROBE IN DEPTH.** What do you dislike in particular? Please be as specific as possible.

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8c. Have you heard of the Northwood Village Art & Wine Promenade?

- Yes
- No

8d. **IF HEARD OF ART & WINE:** Have you attended the Northwood Village Art & Wine Promenade?

- Yes
- No

8e. **IF EVER ATTENDED:** How many times have you attended the Northwood Village Art & Wine Promenade?

\_\_\_\_\_ # of times

9. Next, please rate Northwood Village in terms of the following. Please use this 10 point scale where a 10 means excellent and a 1 means poor, or anywhere in between.

**ROTATE ORDER. SHOW CARD B.**

	Excellent										Poor		DK	REF
	10	9	8	7	6	5	4	3	2	1				
Shopping	10	9	8	7	6	5	4	3	2	1	DK	REF		
Quality of restaurants	10	9	8	7	6	5	4	3	2	1	DK	REF		
Restaurant choices	10	9	8	7	6	5	4	3	2	1	DK	REF		
Entertainment	10	9	8	7	6	5	4	3	2	1	DK	REF		
Special events	10	9	8	7	6	5	4	3	2	1	DK	REF		
Atmosphere	10	9	8	7	6	5	4	3	2	1	DK	REF		
Parking	10	9	8	7	6	5	4	3	2	1	DK	REF		
Ease of finding your way around	10	9	8	7	6	5	4	3	2	1	DK	REF		
Safety during the day	10	9	8	7	6	5	4	3	2	1	DK	REF		
Safety during the evening/at night	10	9	8	7	6	5	4	3	2	1	DK	REF		
Cleanliness	10	9	8	7	6	5	4	3	2	1	DK	REF		
Store and restaurant signage	10	9	8	7	6	5	4	3	2	1	DK	REF		
Traffic control and access	10	9	8	7	6	5	4	3	2	1	DK	REF		

10. How likely are you to visit Northwood Village in the future? A rating of 10 means that you are very likely to do so, 1 means that you are not at all likely, or anywhere in between.

Very Likely  
10 9 8 7 6 5 4 3 2 1 Not At All Likely  
Ref DK

11. In your opinion, which of the following would be important additions to Northwood Village? Select all that apply. **SHOW CARD C.**

- |  |   |
|--|---|
| <input type="checkbox"/> Antique stores  | <input type="checkbox"/> Fitness/Gym                                      |
| <input type="checkbox"/> Art galleries   | <input type="checkbox"/> Gifts and specialty shops                        |
| <input type="checkbox"/> Bars and/or night clubs                                       | <input type="checkbox"/> Home furnishings                                 |
| <input type="checkbox"/> Big Box/Mass Market Retailer<br>(i.e. Target, Wal-Mart, etc.) | <input type="checkbox"/> Men's clothing/accessories                       |
| <input type="checkbox"/> Books and/or music store                                      | <input type="checkbox"/> Movie theater                                    |
| <input type="checkbox"/> Casual dining   | <input type="checkbox"/> Other type of boutiques                          |
| <input type="checkbox"/> Children's clothing   | <input type="checkbox"/> Smaller grocery store/market/gourmet market      |
| <input type="checkbox"/> Coffee shop/Cafe  | <input type="checkbox"/> Supermarket                                      |
| <input type="checkbox"/> Drug store/pharmacy   | <input type="checkbox"/> Toy store  |
| <input type="checkbox"/> Dry cleaners  | <input type="checkbox"/> Urban style chains (i.e. Gap and Barnes & Noble) |
| <input type="checkbox"/> Electronics store   | <input type="checkbox"/> Women's clothing/accessories                     |
| <input type="checkbox"/> Fast food dining  | <input type="checkbox"/> Other (Specify): _____                           |
| <input type="checkbox"/> Fine dining   | _____   |

**ASK ALL:**

12. Where do you currently frequent to shop or visit for entertainment?

- |   |   |
|---|---|
| <input type="checkbox"/> Palm Beach Mall              | <input type="checkbox"/> Worth Avenue           |
| <input type="checkbox"/> The Gardens Mall             | <input type="checkbox"/> The Boynton Beach Mall |
| <input type="checkbox"/> CityPlace                    | <input type="checkbox"/> Boca Town Center       |
| <input type="checkbox"/> The Mall at Wellington Green | <input type="checkbox"/> Atlantic Avenue        |
| <input type="checkbox"/> Clematis Street              | <input type="checkbox"/> Other (specify) _____  |

Now, a few questions for classification purposes.

13. What is your main source of news or information:
- |  |   |
|--|---|
| <input type="checkbox"/> Radio                             | <input type="checkbox"/> TV                       |
| <input type="checkbox"/> Newspaper – Palm Beach Post       | <input type="checkbox"/> Newspaper – Sun Sentinel |
| <input type="checkbox"/> Newspaper – Other (Specify) _____ | <input type="checkbox"/> Magazine                 |
| <input type="checkbox"/> Other Print                       | <input type="checkbox"/> Internet                 |
| <input type="checkbox"/> Other (specify) _____             |   |

14. Are you a year-round or seasonal resident of Palm Beach County?

- Year round resident
- Seasonal resident
- Not a resident of Palm Beach County
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

15. Which of the following best describes your marital status? **READ LIST.**

- Single
- Married
- Living with partner
- Separated/divorced
- Widowed
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

16. How many children under the age of 18 living at home? \_\_\_\_\_ #

17. What is the highest level of education you have completed? **READ LIST.**

- Less than High School
- High School graduate
- Trade school
- Some college
- College graduate
- Advanced/post degree
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

18. Which of the following best describes your employment status. Are you . . .

- Employed full time
- Employed part time
- Student
- Unemployed
- Retired
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

19. **IF EMPLOYED FULL OR PART TIME:** What is your occupation?

\_\_\_\_\_

20. Do you own or rent your home in Palm Beach County.
- Own
  - Rent
  - Not a resident of Palm Beach County

**HAND RESPONDENT CARD D**

21. Please tell me which letter on this card indicates your race or ethnic background.

- A White
- B Black
- C Mixed racial background
- D Hispanic
- E Native American or Alaskan Native
- F Asian or Pacific Islander
- G Other (specify) \_\_\_\_\_
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

22. Zip code of residence. \_\_\_\_\_

23. And could you please tell me your age. **READ LIST IF NECESSARY.**

- |   |                                |
|---|--------------------------------|
| <input type="checkbox"/> 18-24                        | <input type="checkbox"/> 25-34 |
| <input type="checkbox"/> 35-44                        | <input type="checkbox"/> 45-49 |
| <input type="checkbox"/> 50-54                        | <input type="checkbox"/> 55-59 |
| <input type="checkbox"/> 60-64                        | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 75+                          |                                |
| <input type="checkbox"/> <b>(DO NOT READ)</b> Refused |                                |

**HAND RESPONDENT CARD E**

24. And finally, for statistical purposes only, Please tell me which letter on this card best describes your annual household income, before taxes?

- A Under \$35,000
- B \$35,000 - \$49,999
- C \$50,000 - \$74,999
- D \$75,000 - \$99,999
- E \$100,000 - \$149,999
- F \$150,000 and over
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

To enter you into the drawing for the gift basket as well as for validation purposes, may I please have your name, address, telephone number and email address:

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email \_\_\_\_\_

**BE SURE TO THANK RESPONDENT FOR HIS/HER COOPERATION**

**I certify that the above interview was accurately conducted and recorded as specified. Further, that all information remain strictly confidential.**

**Interviewer:** \_\_\_\_\_

NORTHWOOD VILLAGE MARKET SURVEY – TELEPHONE

ID# \_\_\_\_\_

TIME STARTED: \_\_\_\_\_ AM/PM

TIME ENDED: \_\_\_\_\_ AM/PM

ASK TO SPEAK WITH MALE OR FEMALE HEAD OF HOUSEHOLD.

Hello. This is \_\_\_\_\_ from Profile Marketing Research, an area research organization located in Lake Worth, Florida. Today we are conducting a brief survey on behalf of the City of West Palm Beach Community Redevelopment Agency. We are not selling or promoting any product or service. We are interested in your point of view.

ASK TO SPEAK WITH ADULT HEAD OF HOUSEHOLD.

PER SAMPLE: QUOTA OF 100 PER SECTOR

Under 1 mile from Northwood Business District center

Over 1 but under 3 miles from Northwood Business District center

Over 3 but under 5 miles from Northwood Business District center

Over 5 miles from Northwood Business District center (Palm Beach County only)

A. First, are you 18 years old or over?

- Yes → CONTINUE
- No → THANK AND TERMINATE
- Refused → THANK AND TERMINATE

B. And how long have you been living in Palm Beach County?

\_\_\_\_\_ ENTER # OF YEARS OR MONTHS → IF LESS THAN SIX MONTHS, TERMINATE

C. INTERVIEWER: INDICATE GENDER.

QUOTA 50% MALE, 50% FEMALE PER SECTOR

- Male
- Female

D. Have you or has anyone in your immediate family ever worked for any of the following types of companies?  
READ LIST.

- 1 Market Research
- 2 Advertising
- 3 Public Relations
- 4 Marketing/Consulting Group
- 5 The Media (Newspaper/Radio/Television/Cable Television)
- 6 Palm Beach County or municipal government offices

*Note: If terminated please say:  
"That ends our brief survey.  
Thank you for your  
cooperation."*

IF YES OR DK/REFUSED TO ANY OF THE ABOVE, TERMINATE.

E. Do you work or own property in the Northwood Village area? That is Northwood Road, 24<sup>th</sup> Street, and 25<sup>th</sup> Streets between Dixie Highway and Broadway.

- Yes → THANK AND TERMINATE
- No → CONTINUE

1. Have you ever heard of Northwood Village

- 1 Yes → **CONTINUE**
- 2 No → **SKIP TO BW1**

1a. And how did you hear about Northwood Village?

- 1 Live in the area/county
- 2 Word of mouth (family, friends, colleagues, etc.)
- 3 Newspaper (specify) \_\_\_\_\_
- 4 Magazine (specify) \_\_\_\_\_
- 5 Radio (specify) \_\_\_\_\_
- 6 Television (specify) \_\_\_\_\_
- 7 Other (specify) \_\_\_\_\_

2. Have you EVER visited Northwood Village?

- 1 Yes → **ASK Q3/Q4a/b/c**
- 2 No → **SKIP TO Q4d**

3. **IF HAVE VISITED NORTHWOOD:**

Approximately how many times would you say you have visited Northwood Village...?

- In the past seven days? # \_\_\_\_\_
- In the past four weeks? # \_\_\_\_\_
- In the past three months? # \_\_\_\_\_

**IF HAVE VISITED NORTHWOOD:**

- 4a. Please think back to the last time you visited the Northwood Village. What was the main reason for your visit? Please be as specific as possible.
- 4b. What other places/establishments in the Northwood Village have you ever visited? Any others?
- 4c. Other than those places/establishments you have visited in the Northwood, can you think of any others that are located there? Please name as many as you can think of. Please do not include places you may have worked at.

	Q4a Main Reason	Q4b Visited	Q4c Aware
AAA Furniture & Repair			
Affordable Fashions & Footwear			
All About Details			
Allora			
Alonso Construction			
B&M Doors & Millworks			
Bali-Importers			
Basic Touch Beauty Salon			
Birds Off Broadway			
Blue Chip Barber Shop			
Branch Construction			
Café Centro			
Camile's Flowers & Gifts			
Center For Creative Education			
Centro Piano Bar			
China Beach Bistro			
Circa Who			
Colome & Associates			
Community Grocers			
Culinary Classics Catering			
Dada Unisex			
David-K ThedavidKspace			
Dixie Printing			
Dockside Canvas			
GCE - Eq2 Gallery			
Emilie Marie Antiques			
Etc.			
Exclusively Argentine Tango			
E-Z Page-2			
Fresh Catch Seafood			
Gardenhouse			
Hair 2000			
Hello Cupcake			
Harold's A Coffee Lounge			
Huehueito Guatemalan Bakery			
Indigo Seas			
Jade Kitchen			
JMJ Variety Store			
Kesi-Mini-Spa			
King's Sports			
Lee-Kvarenburg (Architect)			
Left Hand Lois			
Lockhart Security			
Lunic Transfer			
Male La St. Benitier Botanica			
Mark Plating			
Mirjean Island Cuisine			
Mo Betta Braids and Things			
MTC Remodeling			

	Q4a Main Reason	Q4b Visited	Q4c Aware
Mucci Salon & Spa			
Music Man			
My New Old Chair			
Nancy's Café & Vintage Boutique			
New Beginnings Barber Shop			
Northwood Boutique			
Northwood Glass Art & Gifts			
Northwood Market			
Northwood Pawn & Coin Shop			
Northwood Renaissance			
Nowlin Flower Shop			
Palm Beach Restoration Studios			
Paul's Place			
Presto Pizza & Deli			
The Purple Bougan-Villa			
Raphael Rodriguez, Architect			
Relish			
Repeat Boutique			
Rhonda's Unique Touch			
Royal Reflectionz Barber Shop			
Something Lively			
The Sunflower Room			
Sunset Bar & Grill			
Sunshine Tape & Label			
Supe's Jamaican Restaurant			
This Is It Café			
Thompsons Service Station			
Tina's Grocery			
Tinson Antiques			
Touch of Nostalgia			
Tylander Office Supply			
US Post Office			
Washrite			
Wildes Builders			
World Famous Restaurant			
Walking/bicycling/jogging			
None of the above			
Other (SPECIFY):			

4d. Have you heard of the Northwood Village Art & Wine Promenade?

- 1 Yes
- 2 No

4e. **IF Q4d = YES:** How many times have you attended the Northwood Village Art & Wine Promenade?

**ENTER # OF TIMES**  
**ENTER 0 FOR HAVE NOT ATTENDED**

4f. **IF Q4e = 0:** What could Northwood Village do to encourage you to attend the Northwood Village Art & Wine Promenade?

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5. When you think of Northwood Village, regardless of whether or not you have ever visited, what thoughts, words, and images come to mind? **PROBE IN DEPTH.** Any others? **CONTINUE TO PROBE IN DEPTH UNTIL NO ADDITIONAL RESPONSE.**

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6a. What would you say are the area's strong points? **PROBE IN DEPTH.** What do you like in particular? Please be as specific as possible.

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6b. And what would you say are the area's weak points? **PROBE IN DEPTH.** What do you dislike in particular? Please be as specific as possible.

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7. Next, please rate Northwood Village in terms of the following, based on everything you know or may have heard. Please use a 10 point scale where a 10 means excellent and a 1 means poor, or anywhere in between. **ROTATE ORDER.**

	Excellent										Poor		DK	REF
	10	9	8	7	6	5	4	3	2	1				
Shopping	10	9	8	7	6	5	4	3	2	1			DK	REF
Quality of restaurants	10	9	8	7	6	5	4	3	2	1			DK	REF
Restaurant choices	10	9	8	7	6	5	4	3	2	1			DK	REF
Entertainment	10	9	8	7	6	5	4	3	2	1			DK	REF
Special events	10	9	8	7	6	5	4	3	2	1			DK	REF
Atmosphere	10	9	8	7	6	5	4	3	2	1			DK	REF
Parking	10	9	8	7	6	5	4	3	2	1			DK	REF
Ease of finding your way around	10	9	8	7	6	5	4	3	2	1			DK	REF
Safety during the day	10	9	8	7	6	5	4	3	2	1			DK	REF
Safety during the evening/at night	10	9	8	7	6	5	4	3	2	1			DK	REF
Cleanliness	10	9	8	7	6	5	4	3	2	1			DK	REF
Store and restaurant signage	10	9	8	7	6	5	4	3	2	1			DK	REF
Traffic control and access	10	9	8	7	6	5	4	3	2	1			DK	REF

8. How likely are you to visit Northwood Village in the future? A rating of 10 means that you are very likely to do so, 1 means that you are not at all likely, or anywhere in between.

Very Likely											Not At All Likely	Ref	DK
10	9	8	7	6	5	4	3	2	1		88	99	

9. In your opinion, what would be important additions to Northwood Village to encourage your visiting and shopping there? Any others? **PROBE IN DEPTH.**

- |   |   |
|---|---|
| <input type="checkbox"/> Antique stores   | <input type="checkbox"/> Fitness/Gym                                      |
| <input type="checkbox"/> Art galleries  | <input type="checkbox"/> Gifts and specialty shops                        |
| <input type="checkbox"/> Bars and/or night clubs                                    | <input type="checkbox"/> Home furnishings                                 |
| <input type="checkbox"/> Big Box/Mass Market Retailer (i.e. Target, Wal-Mart, etc.) | <input type="checkbox"/> Men's clothing/accessories                       |
| <input type="checkbox"/> Books and/or music store                                   | <input type="checkbox"/> Movie theater                                    |
| <input type="checkbox"/> Casual dining  | <input type="checkbox"/> Other type of boutiques                          |
| <input type="checkbox"/> Children's clothing  | <input type="checkbox"/> Smaller grocery store/market/gourmet market      |
| <input type="checkbox"/> Coffee shop/Cafe   | <input type="checkbox"/> Supermarket                                      |
| <input type="checkbox"/> Drug store/pharmacy  | <input type="checkbox"/> Toy store  |
| <input type="checkbox"/> Dry cleaners   | <input type="checkbox"/> Urban style chains (i.e. Gap and Barnes & Noble) |
| <input type="checkbox"/> Electronics store  | <input type="checkbox"/> Women's clothing/accessories                     |
| <input type="checkbox"/> Fast food dining   | <input type="checkbox"/> Other (Specify): _____                           |
| <input type="checkbox"/> Fine dining  | _____   |

**FOR BROADWAY CORRIDOR BLOCK GROUPS:**

~~Next I would like to ask you a few questions about the Broadway Corridor in West Palm Beach, the stretch of Broadway between Northwood Road and 59<sup>th</sup> Street.~~

- ~~BW1. Have you ever visited the Broadway Corridor for banking, lodging, shopping, dining, entertainment, or any other reason? **INTERVIEWER NOTE: driving through does not constitute a visit.**~~

- ~~\_\_\_\_\_ 1 Yes → CONTINUE~~  
~~\_\_\_\_\_ 2 No → SKIP TO Q10~~

BW2. ~~Approximately how many times would you say you have visited the Broadway Corridor?~~

~~\_\_\_\_\_ In the past seven days? \_\_\_\_\_ # \_\_\_\_\_~~  
~~\_\_\_\_\_ In the past four weeks? \_\_\_\_\_ # \_\_\_\_\_~~  
~~\_\_\_\_\_ In the past three months? \_\_\_\_\_ # \_\_\_\_\_~~

BW3a. ~~Please think back to the last time you visited the Broadway Corridor. What was the main reason for your visit? Please be as specific as possible.~~

BW3b. ~~What other places/establishments in the Broadway Corridor have you ever visited? Any others?~~

BW3c. ~~Other than these places/establishments you have visited in the Broadway Corridor, can you think of any others that are located there? Please name as many as you can think of. Please do not include places you may have worked at.~~

	BW3a Main Reason	BW3b Visited	BW3c Aware
A-N & Son Trucking			
Affordable Fashion and Foot Wear			
Agape Consultants			
Ali Gator Tire			
Atlantic Auto Sales			
Bonhommes Car Wash			
Brian Higgins Motors			
Broadway Food Market			
Broadway Laundry			
Broward Mobile Caterers			
Casa Del Sol Palm Beach			
Cheers Supermarket			
City Market			
Coombs Property Management			
Dani Grocery Store			
DB Communications			
Deborah Wyman			
Delmar Apartments			
Denny Automotive			
Dollar Inn Motel			
Donill & Jodie Kenney			
EZ Cash Pawn			
El Dos De Oros Cantina			
El Patio Motel			
Ernest Carr			
Express Laundry			
Family & Friends Provision Center			
Family Dollar Store			
Fashion Deals For Less			
Fidelity Federal Savings & Loan			
Fletchmar 5904			
Food Mart			
Food Plus			
Gagnon Northwood Funeral Home			
George Franks			
George Morakis Appliance Sales			
Glenn Miller Construction			
Gloria's Produce			

	BW3a Main Reason	BW3b Visited	BW3c Aware
GN Services			
Grace Norwich			
H&H Auto Services			
Halloween Headquarters			
Helen Apartments & Motel			
Hollywood Motel			
Hopheny Tax and Multi Services			
Intercapales of PBC			
International Bankers			
Jack The Bike Man			
Jennifer Pritchett			
Jee Slonin			
John P Christiansen, PA			
Johnson Flooring			
Josh Richardson Auto Service			
JR Discount Automotive			
JTP Management & Investment			
KMD Unisex Beauty Salon			
Kamami of Palm Beach			
Keith Miller			
Kentucky Fried Chicken			
Kings Lodge			
Knowledge is Power			
La Hue Hueteca Bakery			
Law Offices of Jeffrey Begens			
Lawnscares USA			
Libreria Cristiana Nueva Jerus			
Loyer Company			
Lucky 7			
MJ Corp of Palm Beach			
Marianas Ice Cream			
Marriott Home Care			
Mi Pais Super Deli			
Mi Terra Restaurant			
National City Bank			
Northwood Farm			
Northwood Healthcare Foundation			
Northwood SG 5			
Nozzle Nolen Chevron			
Nozzle Nolen Exterminating			

Palm Beach County Fraternal Order/Eagles			
Palm Beach Wine Merchants			
Palm Beach Yachts			
Pan American Grocery			
Queens Lodge			
Robert M May			
Roger Rivner DC			
Romadere			
Roses Produce and More			
Rossini Beauty Supply Store			
Sasha Kaminik			
Sea Grape Motel Apartments			
Servi America			

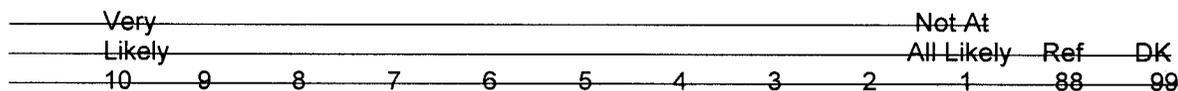
Shekinah's Diamond Resource			
St. Charles Place Manor			
Star Coin Laundrymat			
Stock N Save Thrift Store			
Taqueria Las Brisas			
The Partnership			
The Place			
Thompson Service Station			
Tony Barber Hairstyling			
Walgreen's			
We Promise To Care			
Wize Choice			
Yale Enforcement Services			
Other (Specify)			

BW4. When you think of the Broadway Corridor, what thoughts, words, and images come to mind? **PROBE IN DEPTH.** Any others? **CONTINUE TO PROBE IN DEPTH UNTIL NO ADDITIONAL RESPONSE.**

BW5. Next, please rate the Broadway Corridor in terms of the following, based on everything you know or may have heard. Please use a 10 point scale where a 10 means excellent and a 1 means poor, or anywhere in between. **ROTATE ORDER.**

	Excellent										Poor			
Shopping	10	9	8	7	6	5	4	3	2	1	DK	REF		
Quality of restaurants	10	9	8	7	6	5	4	3	2	1	DK	REF		
Restaurant choices	10	9	8	7	6	5	4	3	2	1	DK	REF		
Banking	10	9	8	7	6	5	4	3	2	1	DK	REF		
Lodging	10	9	8	7	6	5	4	3	2	1	DK	REF		
Atmosphere	10	9	8	7	6	5	4	3	2	1	DK	REF		
Parking	10	9	8	7	6	5	4	3	2	1	DK	REF		
Ease of finding your way around	10	9	8	7	6	5	4	3	2	1	DK	REF		
Safety during the day	10	9	8	7	6	5	4	3	2	1	DK	REF		
Safety during the evening/at night	10	9	8	7	6	5	4	3	2	1	DK	REF		
Cleanliness	10	9	8	7	6	5	4	3	2	1	DK	REF		
Business signage	10	9	8	7	6	5	4	3	2	1	DK	REF		
Traffic control and access	10	9	8	7	6	5	4	3	2	1	DK	REF		
Variety of businesses	10	9	8	7	6	5	4	3	2	1	DK	REF		
Quality of businesses	10	9	8	7	6	5	4	3	2	1	DK	REF		

BW6. How likely are you to visit the Broadway Corridor for banking, lodging, shopping, dining, entertainment or any other reason in the future? A rating of 10 means that you are very likely to do so, 1 means that you are not at all likely, or anywhere in between.



**ASK ALL:**

10. What is your favorite shopping mall, shopping area, or location that offers a variety such as shopping, dining, and entertainment?
- Palm Beach Mall
  - The Gardens Mall
  - CityPlace
  - The Mall at Wellington Green
  - Clematis Street
  - Worth Avenue
  - The Boynton Beach Mall
  - Boca Town Center
  - Atlantic Avenue
  - Other (SPECIFY) \_\_\_\_\_

Finally, just a few questions for classification purposes.

11. What is your main source of news or information?:
- |  |   |
|--|---|
| <input type="checkbox"/> Radio                             | <input type="checkbox"/> TV                       |
| <input type="checkbox"/> Newspaper – Palm Beach Post       | <input type="checkbox"/> Newspaper – Sun Sentinel |
| <input type="checkbox"/> Newspaper – Other (Specify) _____ | <input type="checkbox"/> Magazine                 |
| <input type="checkbox"/> Other Print                       | <input type="checkbox"/> Internet                 |
| <input type="checkbox"/> Other (specify) _____             |   |

12. Are you a year-round or seasonal resident of Palm Beach County?

- Year round resident
- Seasonal resident
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

13. Which of the following best describes your marital status? **READ LIST.**

- Single
- Married
- Living with partner
- Separated/divorced
- Widowed
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

14. How many children under the age of 18 live at your home? \_\_\_\_\_ #

15. What is the highest level of education you have completed? **READ LIST.**

- Less than High School
- High School graduate
- Trade school
- Some college
- College graduate
- Advanced/post degree
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

16. Which of the following best describes your employment status? Are you . . .
- Employed full time
  - Employed part time
  - Student
  - Unemployed
  - Retired
  - (DO NOT READ)** Refused
  - (DO NOT READ)** Don't know

17. **IF EMPLOYED FULL OR PART TIME:** What is your occupation?

\_\_\_\_\_

18. Do you own or rent your home in Palm Beach County?
- Own
  - Rent

19. Do you consider yourself... **(READ LIST)**

- White
- Black
- Mixed racial background
- Hispanic
- Native American or Alaskan Native
- Asian or Pacific Islander
- Other (specify) \_\_\_\_\_
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

20. Which of the following categories best describes your age? **READ LIST.**

- 18-24
- 25-34
- 35-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-74
- 75+
- (DO NOT READ)** Refused

21. And finally, for statistical purposes only, which of the following best describes your annual household income before taxes? **READ LIST.**

- Under \$35,000
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 and over
- (DO NOT READ)** Refused
- (DO NOT READ)** Don't know

***THAT ENDS OUR SURVEY. THANK YOU FOR YOUR COOPERATION.***

I certify that the above interview has been conducted and recorded as specified. Further, that all information remains confidential.

S/ \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

**LAUDERDALE BY THE SEA  
BUSINESS DISTRICT OPTIMIZATION**

**MARKETING RESEARCH  
WORKPLAN**

**Prepared for:  
Metrostrategies**

**Prepared by:  
Profile Marketing Research**

**4020 South 57<sup>th</sup> Avenue  
Lake Worth, Florida 33463  
561- 965- 8300  
[www.profile-mktg-res.com](http://www.profile-mktg-res.com)**

**May 13, 2011**

# INTRODUCTION

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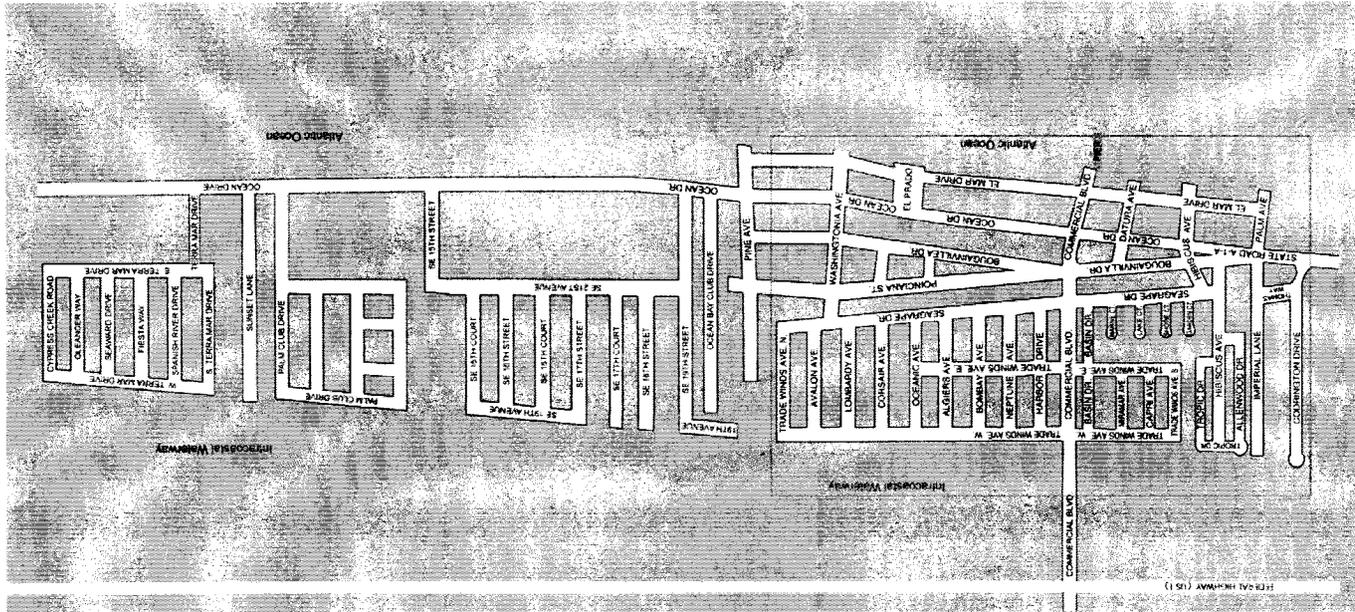
**Metrostrategies is currently seeking direction regarding the optimization of the Town of Lauderdale by the Seas' business district.**

**As such, there is a need to understand who is currently visiting, why they are visiting, and what will improve their experience, thus increasing frequency of visitation. Additionally, there is need to understand the target market area as a whole as relates to the Town in terms of awareness, visitation, thoughts – both positive and negative, etc.**

**In an effort to optimize this effort, a research study is to be conducted. This proposed study consists of two components – an on-site survey among visitors to the business district and a telephone survey of area residents.**

**Profile Marketing Research appreciates the opportunity to provide this workplan and would enjoy partnering with Metrostrategies and the Town of Lauderdale by the Sea on this important project.**

# TOWN MAP



# PROCESS FLOW

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- PHASE I → PROJECT KICK-OFF MEETING/CALL
- PHASE II → REVIEW OF EXISTING MATERIALS
- PHASE III → CONDUCT VISITOR SURVEY
- PHASE IV → CONDUCT MARKET SURVEY
- PHASE V → PROVISION OF FINAL REPORT AND PRESENTATION

# OBJECTIVES – VISITOR SURVEY

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## TO PROVIDE INSIGHTS INTO VISITOR BEHAVIOR REGARDING THE FOLLOWING:

### THIS VISIT

- ✓ Main reason for visitation/other contributing factors
- ✓ Retail establishments/restaurants visited/will visit
- ✓ How much time spent/will spend, this visit
- ✓ Total dollars spent/anticipate spending
- ✓ How arrived – walked, drove, public transportation

### VISITATION IN GENERAL

- ✓ Frequency of visitation
- ✓ Perceived positives/negatives
- ✓ Perceived positives/negatives (perception/experience)
- ✓ Image/characterization
- ✓ Ideal scenario, what should be present/part of the business district/added
- ✓ Likelihood to visit more often

### ABOUT VISITORS

- ✓ Current shopping/dining out/entertainment behavior
- ✓ Lifestyle and demographic characteristics
- ✓ Distance from home and from work to City of Dania Beach business district

### OTHER INFORMATION TO BE DETERMINED AT KICKOFF

# OBJECTIVES – MARKET SURVEY

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## TO MEASURE AND COMPARE TO PRIOR RESULTS AMONG AREA RESIDENTS:

### KNOWLEDGEABILITY/LAUDERDALE BY THE SEA BUSINESS DISTRICT

- ✓ Awareness of Lauderdale by the Sea business district (unaided and aided)
- ✓ Knowledgeability (able to name stores/restaurants, etc.)

### VISITATION IN GENERAL

- ✓ Frequency of visitation, if at all
- ✓ Retail establishments/restaurants visited
- ✓ Perceived positives/negatives (perception/experience)
- ✓ Image/characterization
- ✓ Given current scenario, likelihood to visit
- ✓ Ideal scenario, what should be present/part of the business district/added
- ✓ Likelihood to visit more often

### ABOUT VISITORS/PROSPECTS

- ✓ Current shopping/dining out/entertainment behavior
- ✓ Lifestyle and demographic characteristics
- ✓ Distance from home and from work to Town of Lauderdale by the Sea business district

### OTHER INFORMATION TO BE DETERMINED AT KICKOFF

# APPROACH – VISITOR SURVEY

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- Personal intercept interview
- Town of Lauderdale by the Sea named as survey sponsor
- Interview length of 10 minutes
- Interviews conducted across 3-4 weeks (6-7 trips for n=250, 3-4 trips for n=125)
- Days of week/Time periods, TBD
- Three-four interviewers will be working at all times
- Rotation across all locations in business district (Commercial Blvd and beachfront properties as applicable)
- The Town of Lauderdale by the Sea will provide permissions to be on-site for interviewing purposes in as well as outside stores/restaurants with the understanding that no transactions will be interrupted
- Recommended sample size = up to 250 completed surveys, best effort  
[sampling error of no greater than +/- 6.2% at the 95% level of confidence]  
Acceptable sample size = 125 completed surveys  
[sampling error of no greater than +/-8.8% at the 95% level of confidence]
- Project tasks include questionnaire design, data collection, data tabulation, analysis, and provision of final report
- (TBD) Timing of visitor survey to include snowbirds (winter) versus not (summer)

# APPROACH – MARKET AREA SURVEY

---

- Telephone interview
- Town of Lauderdale by the Sea named as survey sponsor
- Interview length of 12-18 minutes
- Market survey will be conducted upon completion of visitor survey to understand and define size of the target market area
- Samples will be drawn on the basis of residential household location (radii) within the market area (determined via the visitor survey)
- Recommended sample size: n=400 completed surveys in total  
[sampling error of no greater than +/- 4.9% at the 95% level of confidence]  
Acceptable sample size = 250 completed surveys  
[sampling error of no greater than +/-6.2% at the 95% level of confidence]
- Project tasks include questionnaire design, purchase of sample, data collection, data tabulation, analysis, and provision of final report

# METHODOLOGY - DETAILS

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## THE QUESTIONNAIRES

Questionnaires for both the visitor and market area studies will be developed by Profile Marketing Research, based on client inputs. Client will have final editorial approval.

## THE SAMPLE

A third-party list supplier, Survey Sampling Inc. will be utilized to provide sample for the market area study. The sample will be purchased to identify by target market sector (if applicable). Cell-phone only households will be included.

## DATA COLLECTION

Profile Marketing Research professional interviewers will be utilized for this task. These interviewers are experienced in the protocols of the personal and telephone interviewing. They will be specially trained to the specifics of this project.

## SUPERVISORY STAFF

The Profile Marketing Research Director of Data Collection Services and Field Supervisors will be involved with the training, briefing, and monitoring of data collection.

## INTERVIEWING LOCATION – TELEPHONE DATA COLLECTION

All telephone interviews will be conducted at the 40-station Profile Marketing Research CATI (Computer Assisted Telephone Interviewing) Center. This facility is specially designed for marketing research interviewing, with interviewing booths and on-site/remote monitoring locations.

## INTERVIEWING HOURS/DAYS – TELEPHONE DATA COLLECTION

Initial contact will be made weekday evenings and weekends. Callbacks will be made weekdays as well as weekday evenings and weekends. Up to three callbacks will be made to reach a desired respondent.

## INTERVIEWING HOURS/DAYS – ON-SITE DATA COLLECTION

Daylight hours on specific dates (TBD)

# METHODOLOGY - DETAILS

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## **LANGUAGE**

This survey will be conducted in English only.

Spanish language may be conducted and is optional (cost provided upon request). This may be a viable option as, per the U.S. Census, 14% of Broward County residents speak English less than 'very well'.

## **VALIDATION**

For quality control purposes, a total of 5% will be re-contacted by the Supervisor, for validation purposes. This is standard operating procedure.

## **DATA PROCESSING**

Upon completion of interviewing, all questionnaires will be coded and edited, in preparation for data processing. All data processing is conducted in-house to allow for quality control and for immediate access during the analysis.

## **DATA WEIGHTING**

As necessary, the market data will be weighted to ensure proper proportions by sector/demographics.

## **OPEN END QUESTIONS**

All open-end questions are coded and responses tabulated. In addition, a verbatim response database may be provided, if so desired.

## **TABULAR REPORT**

Tabular Reports will be generated, reflecting a complete presentation of data derived from all questions included on the survey. Up to three banners (eighteen banner points) are anticipated.

## **BASIC STATISTICAL ANALYSIS**

Tests of significance will be performed across relevant subgroups and significant differences will be annotated on the Tabular Report.

## **FINAL REPORT**

A detailed report will be provided which will include a description of study objectives, a description of methodology, presentation of findings, implications, observations, and recommendations.

# SUMMARY OF DELIVERABLES

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- Final questionnaires in Word format
- Cross-tabulations with statistical annotations in Word format
- Verbatim comment database (if so desired)
- Final analytic reports in PowerPoint format
- Presentation of study findings (if so desired)

# PROJECT COSTS

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Project costs are outlined below:

	Visitor Survey	Market Survey
n=125	\$9,702	N/A
n=250	\$13,735	\$8,950
n=400	N/A	\$12,250

Project costs will be invoiced one-third on approval, one-third on start of data collection and the balance upon study completion; all invoices are payable within thirty days of invoice date.

# PROJECT SCHEDULE

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Project schedule may be altered based upon client requirements.

PHASE I → PROJECT KICK-OFF MEETING/CALL

*Week 1*

PHASE II → REVIEW OF EXISTING MATERIALS AND PREPARATION

*Week 1-2*

PHASE III → CONDUCT SURVEYS

Visitor Survey: *Week 2-4*

Market Survey: *Week 6-8*

PHASE IV → FINAL REPORTING

Visitor Survey: *Week 5-6*

Market Survey: *Week 9-10*

# ABOUT PROFILE MARKETING RESEARCH

# PROFILE MARKETING RESEARCH

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Profile Marketing Research is a full service marketing research organization and as such, offers a full range of qualitative and quantitative research services to clients. Our client base is varied when it comes to products and services which allows the company to bring a broad perspective in terms of issues, research needs, and best practices. We appreciate ongoing relationships with clients, which provide the value-added benefit of allowing PMR to have a learning curve with the given client, optimizing our ability to be proactive and responsive in the client relationship.

We are ethical and honorable in our client relationships, in our interactions with study participants, and with regard to the marketing research process.

The company was founded by Judy Hoffman, President of Profile Marketing Research. Originally begun as a consultancy in the mid-1970's, the company was relocated to Florida in 1983 and reshaped into a full service marketing research organization.

Profile Marketing Research is certified by the State of Florida Office Supplier Diversity as MBE, (100% woman owned business).

# IMPORTANCE OF VENDOR SELECTION

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The importance of vendor selection is critical in any/all marketing research efforts. Specifically, there is need for an in-depth understanding of the dynamics of the issues at hand coupled with research expertise. There is a need for a close working relationship between the research company and the client, to facilitate the interchange of critical inputs during the course of the program, from developmental through final project phases. At the same time, there is a critical need for project control that would focus upon research company ability to directly oversee and coordinate all facets of the study, thus ensuring the provision of the highest level of quality, reliability and actionability of the research effort. Further, there is a critical need for analytical skills directed to the issues at hand in order to maximize utilization of research results, observations and implications.

Profile Marketing Research is a professional full service research organization with acknowledged skills in the conducting of focus group research and quantitative survey research for a wide variety of clients. Profile Marketing Research would be pleased to provide such services for Metrostrategies and the Town of Lauderdale by the Sea.

# WHY WORK WITH PROFILE MARKETING RESEARCH

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Profile Marketing Research appreciates the opportunity to work with a wide variety of clients and takes its responsibility as vendor with great seriousness and commitment to the fulfillment of client goals and objectives. Thus, in the spirit of the above, there are several assumptions being made, for the purposes of planning.

- That open lines of communication between clients and research company will be established.
- That objective and unbiased research is desired.
- That sophisticated research approaches and analytic techniques enhance the actionability of a given study.
- That project management is a critical element of study success.
- That quality research services and concurrent accountability are desired.
- That maximum study participation is desired.
- That respect for the study participant is a critical issue.
- That reliability and accuracy of study results are of key importance. Study design and implementation reflect these goals.
- That the client seeks a project vendor that will take full responsibility for all project tasks on an internal basis.
- That confidentiality is critical.
- That quality, timeliness and cost effectiveness are all of utmost concern.

Are there any other reasons Profile Marketing Research should be selected as vendor of record for this study?

*Profile Marketing Research takes the time to listen to the client's needs and to fulfill them from a research perspective on a timely and cost effective basis. Profile Marketing Research dedicates highly skilled staff and management to the fulfillment of such.*

# RELEVANT EXPERIENCE

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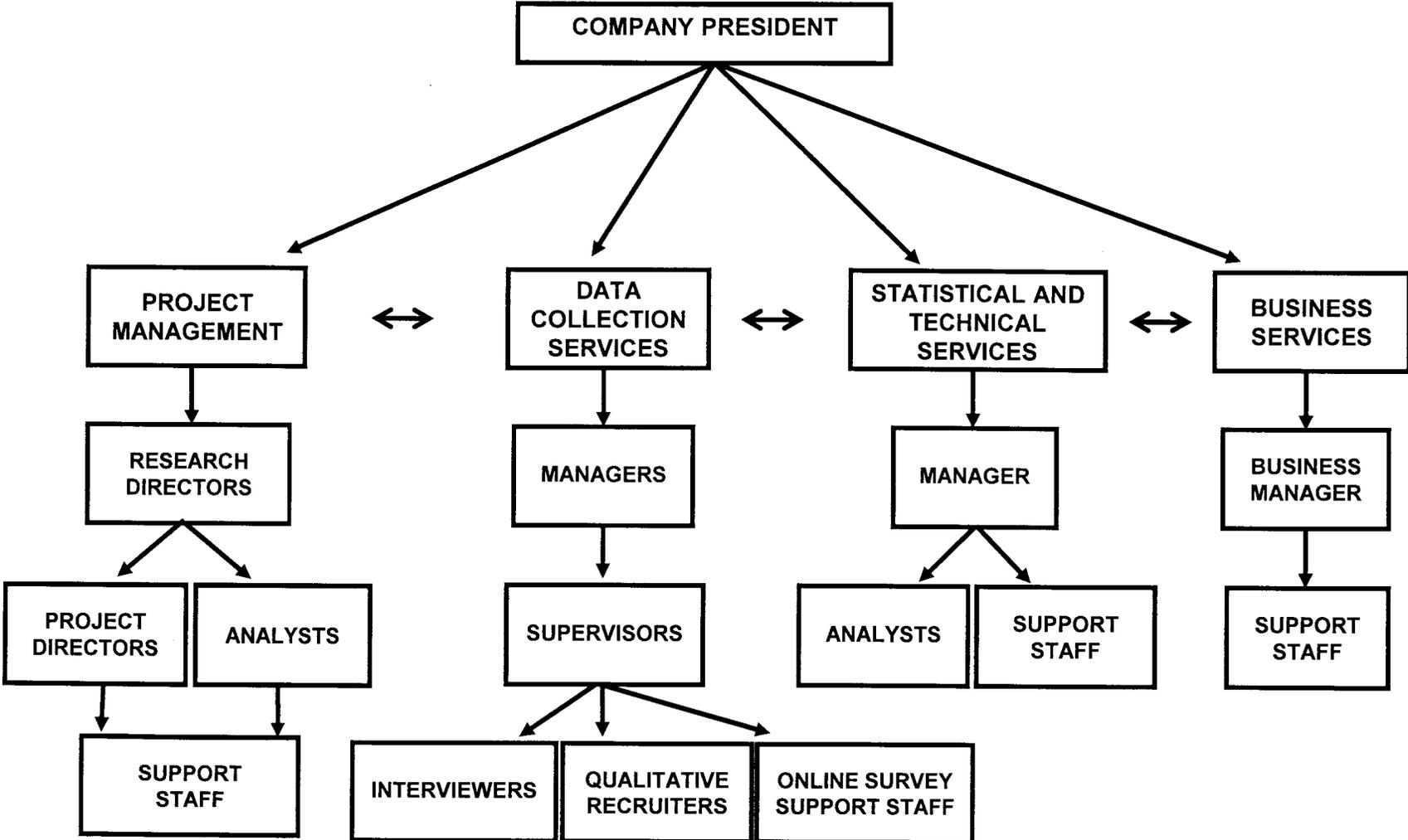
Profile Marketing Research offers significant experience when it comes to work for clients in the retail and restaurant categories. In addition, the company works for clients that provide entertainment environments.

Studies have been conducted for clients as diverse as CityPlace, the Gardens Mall, Publix, stores in the Mall at Wellington Green, fast food and fine dining restaurants, to name a few. In addition ... Walt Disney World, Kravis Center, Norton Museum. Profile Marketing Research also works on an ongoing basis with both the City of West Palm Beach, the Palm Beach County Cultural Council, and the PBC Tourist Development Council.

These studies included visitor surveys, image, market penetration and usage, customer satisfaction, etc.

Profile Marketing Research brings a multi-faceted perspective to the Town of Lauderdale by the Sea in terms of learning curve, methodologies, analytic approach, and thought processes.

# ORGANIZATION CHART



# PROJECT TEAM

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**Key PMR Project Team members have been granted PRC designation by the Marketing Research Association. The Professional Researcher Certification program (PRC) is designed to recognize the unique qualifications and expertise of marketing and opinion research professionals**

## **JUDY A. HOFFMAN, PRESIDENT, PROFILE MARKETING RESEARCH**

Offers over thirty-five years experience in the field of marketing research, with an emphasis on the provision of quality marketing oriented services to clients. This experience includes over twenty-five years with Profile Marketing Research plus a precursor consultancy, as well as prior experience in the marketing research field. Prior professional experience includes the following; Associate Research Director/J. Walter Thompson Company, Research Account Executive/Grey Advertising, Project Director/Alfred Politz Research, New York. Her credentials also include; Past Vice President, American Marketing Association, Palm Beach County, memberships in CASRO (Council of American Survey Research Organizations), Marketing Research Association, American Statistical Society, Qualitative Research Consultants Association, Florida Direct Marketing Association, American Anthropological Association, IMRO (Interactive Marketing Research Organization), Futurist Society, and Travel and Tourism Research Association. Her education; Goucher College/Bachelor of Arts, Sociology, New School for Social Research/Graduate studies, Sociology.

## **MICHAEL JENNINGS, SENIOR RESEARCH DIRECTOR**

Offers expertise in the management of marketing research projects, both qualitative and quantitative. He has worked with a variety of clients in a variety of industries including energy, telecommunications, transportation, and entertainment. His experience includes questionnaire design, data processing, programming tabular reports, and analysis. He has been with PMR since 1993. He is a member of CASRO (Council of American Survey Research Organizations). His education; Florida Atlantic University, Bachelor of Business Administration, Finance.

## **MARK EDDY, FIELD DIRECTOR**

Offers long term expertise in Marketing Research interviewing and supervision of data collection efforts over a twenty-five year period, with particular emphasis on telephone center management. He also offers expertise, when it comes to management of research data collection suppliers. His experience includes nine years management of data collection services at Marketing, Inc. Mark has been with Profile Marketing Research since 1992. He is a member of the Marketing Research Association. His education; SUNY, Bachelor of Arts, Sociology.

# PROFESSIONAL AFFILIATIONS

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American Anthropological Association

American Marketing Association

American Society for Quality

American Statistical Association

Association of Energy Services Professionals International

CASRO (Council of American Survey Research Organizations)

CMOR (Council of Marketing and Opinion Research)

ESOMAR

Interactive Marketing Research Organization

Marketing Research Association

Qualitative Research Consultants Association

Sawtooth Software CI3 User Group Member

Travel and Tourism Research Association

Word of Mouth Marketing Association

World Futurist Society

# CONTACT INFORMATION

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Profile Marketing Research  
4020 South 57<sup>TH</sup> Avenue  
Lake Worth, Florida 33463  
[www.profile-mktg-res.com](http://www.profile-mktg-res.com)

Judy Hoffman  
President  
(561) 965-8300 ext. 304  
[jhoffman@profile-mktg-res.com](mailto:jhoffman@profile-mktg-res.com)

Michael Jennings  
Senior Research Director  
(561) 965-8300 ext. 143  
[mjennings@profile-mktg-res.com](mailto:mjennings@profile-mktg-res.com)

Bari Weinhausen  
Senior Research Director  
(561) 965-8300 ext. 154  
[bweinhausen@profile-mktg-res.com](mailto:bweinhausen@profile-mktg-res.com)