



# AGENDA ITEM MEMORADUM

**Administration**

**Pat Himelberger** *ph*

Department

Department Director

|   |                               |
|---|-------------------------------|
| <b>COMMISSION MEETING DATE (*) - 7:00 PM</b>          | <b>Deadline to Town Clerk</b> |
| <input checked="" type="checkbox"/> February 14, 2012 |                               |

**\*Subject to Change**

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

**FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC**

**SUBJECT TITLE: Family Fun Week Co-Sponsorship**

**EXPLANATION:** Town Staff has been working diligently with hoteliers, restaurateurs and retailers over the past several months to get their input on marketing priorities and events which will either entice visitors who stay in the area to eat and shop in Town or to book hotel stays in Lauderdale-by-the-Sea.

At the December 13<sup>th</sup> meeting the Commission was supportive of developing a program and events targeted to fill hotel beds during the shoulder season. Several hoteliers and a larger number of retailers have been working with us to develop a multi-day family program for the week of June 23<sup>rd</sup> -30<sup>th</sup> called Family Fun Week, the goal of which is to market LBTS as a tourist destination to families by showcasing the many activities which a family could enjoy during their stay here. The premise of the week -long event is to offer to families who book hotel rooms during the 4<sup>th</sup> week in June an opportunity to participate in an array of activities offered by Town retailers and the Town, and to receive special promotions from restaurants and other businesses.

The following hotels have either committed or have shown interest in participating in the event: Windjammer Resort, Away Inn, High Noon, Tides Inn, Courtyards, Sea Cliff, Sea Spray, Tropic Seas and Beachside Village, Tropicaire, Native Son and D-Jays.

The following retailers are interested in providing activities or will participate during the week with discounts: Alley Oop, Anglin's Pier, Argenti Jewelers, Art by the Sea, Coastal Computer Systems, Country Squire, Dance Moves, Deep Blue Divers, Gold Coast Scuba, Jan's Homemade Candies, Kilwins, Lenore Nolan Ryan, Opt2Web, PJ Rossi Jewelers, Silver Screen Promotions, The Sports Edge, Yoga with Lesley, and others. Though restaurants have expressed interest, their level of participation has not been pursued as of yet.

The various activities proposed to be offered that week would include: Family cooking events by Lenore Nolan Ryan; Dance lessons with Danny Carter of Dance Moves; Yoga by Lesley; candy making with Kilwins; diving and snorkeling with Gold Coast Scuba; Kayak, Paddle Boards and Surf Boards for rent by Deep Blue Divers; Jewelry Party for Moms by Argenti Designer Jewelry; an Idol singing audition by Silver Screen Promotions; Family Boot Camp by The Sports Edge; Kid's Fishing Contest by Anglin's Pier; kid's art contest by Art by the Sea; Skim Board lessons by Alley Oop; Town-sponsored movies and a concert in the park, arts and craft family activities, a sea turtle education walk, and a family sand castle building contest.

We have discussed how to market this program to potential visitors with the Convention and Visitors Bureau and they made a number of good suggestions, but stressed that we need to start marketing it quickly.

Staff recommends that the Town commit \$9,000 towards the event, which is available in the Business Development/Marketing budget for these purposes, broken down as follows:

**\$5,000 for marketing, web banner design, print advertisement design and placement.** We would work with the Convention and Visitor's Bureau, Visit Florida (the State's tourism marketing arm) on any



co-op advertising opportunities they can offer within our budget, which will allow us to stretch our marketing dollars.

The participating hotels, restaurants and businesses would be asked to contribute \$2500 (in total from all) which would allow for a total marketing budget of \$7500. The Town staff would take the lead on marketing design and placement. We have various marketing options available, but we need to move quickly to secure placement for a March or April ad in time for families to book a June vacation.

**\$4,000 for the cost of Town-sponsored events.** Staff is proposing two weekday outdoor movie nights; a family-appropriate concert in El Prado Park; sponsoring a sea turtle walk, an arts and craft activity for the families and a family sand castle contest. We've explored the cost of those events and a \$4,000 budget is realistic. (Our first thought was to show the movies at El Prado Park, but others suggested that the movies be shown in Friedt Family Park due to the close proximity of restrooms and the playground, making it more comfortable for families.)

Lbtsevents.com, the new Town event website, is being built out so that advertisements can include a web address which provides more information on the event, allows prospective families to actually book participation in the activities online and provides the capacity to send out emails to Town visitors alerting them to the events and activities, too. This website will also be updated on a monthly basis to include other Town events such as the Fourth of July.

We need the Commission's approval of the concept and the budget for Family Fun Week at this time. An actual special event outline will be developed and brought back to the Commission as we get closer to the event.

**EXPECTED OUTCOME:** Commission approves staff recommendation that the Town co-sponsor Family Fun Week and a budget of \$9,000.00 for Town expenditures associated with it.

**Source of Funds:** \$9,000 from accounts in **Department 519.100 Business Development & Marketing**

Reviewed by Town Attorney  
 Yes  No

Town Manager Initials CA