



AGENDA ITEM MEMORADUM

Item No. 179

Public Information Office

Steve d'Oliveira

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> Feb 28, 2012	Feb 17
<input type="checkbox"/> Mar 13, 2012	Mar 2
<input type="checkbox"/> Mar 27, 2012	Mar 16
<input type="checkbox"/> April 10, 2012 *	Mar 30
<input type="checkbox"/> April 24, 2012	Apr 13

*Subject to Change

- Presentation Reports Consent Ordinance
 Resolution Quasi-Judicial Old Business New Business

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: Lobster Mini-Season Dive Event Co-Sponsorship

EXPLANATION: Town Staff has spent the past two months working with divers, hoteliers and other business owners in Town to develop a series of fun events during the last week of July to coincide with Florida's lobster mini-season. The purpose is to lure divers from outside South Florida to spend the week of mini-season (July 24-28) in Lauderdale-By-The-Sea, and to promote the Town – The Shore Dive Capital of South Florida – as a dive destination. A solid marketing plan has been developed to target divers in Naples, Orlando and North Florida with direct mail from an address list from the Florida Fish & Wildlife Conservation Commission Office of Licensing & Permitting. Details and logistics for the event are still being worked on, but are expected to include a lobster-hunting class, free beach diving clinic, underwater photography contest, entertainment, a biggest lobster contest, underwater pier clean-up, a lobster bake and a chef's lobster cook-off with Lenore Nolan-Ryan, and a dive on the *SS Copenhagen*, a state underwater preserve off LBTs that is listed on the National Register of Historic Places.

Staff recommends the Town budget \$7500 for the event. We've identified marketing costs of \$5,000, which includes a direct mail out to 5,000 scuba divers from outside South Florida who purchased a recreational saltwater fishing license and lobster stamp, T-shirts, a web site and a giant cardboard spiny lobster cutout – with the Town's name on it - we can re-use if we decide to make it an annual event. The Greater Fort Lauderdale Convention and Visitors Bureau has also pledged to help promote our event on its web site and with e-mails. We expect to recoup a minimum of \$1000 (a conservative estimate) from hoteliers, restaurants and other local businesses through web site advertising. We anticipate an event budget of \$2500. This would include funds for entertainment one evening, and any other costs associated with the two cooking events that are planned.

EXPECTED OUTCOME: Commission approves staff recommendation to co-sponsor the diving event with a budget of \$7500.

Source of Funds: \$7500 from the marketing and special events accounts in **Department 519.100 Business Development & Marketing.**

Reviewed by Town Attorney
 Yes No

Town Manager Initials CS