



# AGENDA ITEM MEMORADUM

Item No. 17a

**Administration**

Department

**Pat Himelberger**

Department Director

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> April 10, 2012 *	Mar 30
<input type="checkbox"/> April 24, 2012	Apr 13

**\*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 type="checkbox"/> Old Business | <input checked="" type="checkbox"/> New Business |

**FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC: ECONOMIC DEVELOPMENT, BRANDING**

**SUBJECT TITLE: Marketing RFQ Scope of Services**

**EXPLANATION:** As part of the Town's effort to attract business and tourists to LBTS, staff has been working with volunteer businesses to develop events and with a branding company to develop the branding concepts for the commercial district. The Commission has expressed a desire to have a cohesive marketing strategy and we agree that is needed. We also feel the amount of marketing work that needs to be done exceeds the capability and expertise of our small staff. As a result, we are working on an RFQ to enlist the expertise of a professional marketing firm(s) to create a cohesive, consistent marketing plan and help us implement that plan. There are many elements for which we may need professional assistance, including brand implementation, market research, advertising design and recommended placement, social media marketing, cooperative advertising relationships, getting exposure for the Town in both the internet and print media, planning and implementing marketing events, etc.

We anticipate entering into Continuing Services Contracts with several firms for a term of three years, with two one year extensions. We do recognize that consistency of message is critical in marketing, thus care will be taken to limit the number of firms while still allowing us the ability to use firms with specific expertise for particular projects. Staff will bring back recommended firms to the Commission for approval prior to entering into Continuing Services Contracts.

We would like Commission input on the attached Nature and Description of Work which we have prepared for inclusion in a Marketing RFQ to ensure we are following your direction with regard to marketing the Town. We have tried to make it broadly inclusive of the assistance we may need in order to avoid the necessity to go out with multiple RFPs for such services.



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**EXHIBITS:** A. Introduction/Nature of Work  
B. Description of Work

**FISCAL IMPACT AND APPROPRIATION OF FUNDS: Funds are budgeted in Department 519 for professional marketing services and research.**

Reviewed by Town Attorney  
 Yes  No

Town Manager Initials CA

## I. INTRODUCTION/NATURE OF THE WORK

The Town of Lauderdale-By-The-Sea (LBTS) is a seaside community with a permanent population of about 6,000 that increases to between 9,000 – 11,000 residents during the winter season. The Town is known for its laid back atmosphere, clean, beautiful beaches, safety and overall friendliness. It is often described as an oasis in the otherwise very urban setting of Broward County. Quality restaurants and human-scale hotels, a walkable commercial district, live entertainment have made Lauderdale by-the-Sea a desirable destination for many tourists and tri-county visitors. The Town is also known as the Shore Diving Capital of South Florida due to the ability to access the coral reef from the beach. It is the Town's desire to capitalize on these attributes and create greater awareness of LBTS as a destination.

The Chamber of Commerce currently markets the Town, albeit on a limited budget, through its website, Visitors' Guide, special events and a Visitors' Center. The Town provides most of the funding for the Visitors' Center operations, with the Convention & Visitors' Bureau providing some funding also. Individual restaurants and hotels also market their own locations and several businesses are very supportive of special events held in Town.

In order to foster the economic health of our community, the Town of Lauderdale-by-the-Sea, Florida has taken proactive measures, in addition to funding the Chamber of Commerce's Visitor Center, to support the commercial business district and particularly the restaurant, retail and lodging industries in the past year.

To that end, infrastructure and streetscape projects of a substantial magnitude are currently under design, a brand identity and design has been developed for the commercial district, and the Town is working with our hoteliers, retailers, and other businesses to create and market several special events which are designed to appeal to new to certain tourism segments. In addition the Town has modified its development regulations to encourage the development and expansion of restaurants and hotels.

The Town recognizes the need for a cohesive marketing strategy and plan to guide future programs and action steps and assistance in implementing the brand and marketing plan. As a result, we invite firms to submit their qualifications and experience for consideration to provide marketing direction and services for the Town.

Once firms are determined to be qualified through this RFQ process and enter into continuing contracts with the Town, the Town will issue a scope of services for specific projects or assignments and request a proposal from qualified firms to complete the projects.

(See Section \_\_\_ for a description of the professional assistance the Town anticipates needing.) The Town intends to retain several firms, pursuant to continuing contracts, that are fully qualified in order to utilize specific expertise as needed for a particular project.

B.

# PROFESSIONAL SERVICES FOR MARKETING

## Town of Lauderdale-By-The-Sea RFQ

### Part I – Statement of Work

#### IX. DESCRIPTION OF WORK

A. Under the continuing contract, the Town anticipates entering into work authorizations for professional marketing and advertising services which may include, but is not limited to, the following:

- Brand concept implementation
- Development of a cohesive marketing strategy and marketing plan
- Development of communication strategy and campaign assistance
- Website redesign
- Design of Town print materials i.e. letterhead, forms, etc.
- Social media marketing
- Graphic design and creative advertisement design
- Media planning and placements
- Formulation and implementation of tactical marketing steps and programs
- Measurement and analysis of the success or impact marketing efforts
- Designing and conducting market research specific to Lauderdale-by-the-Sea
- Define appropriate target markets and cost-effective means for reaching those markets
- Advertising venue and cost recommendations, and placement services
- Represent the Town in setting up cooperative advertising relationships
- Marketing events planning and/or implementation
- Pitch stories regarding the Town to publications, internet sites and other tourism outlets
- Advise the Town on developing a tourist kiosk
- Organize and attend meetings with and/or make presentations to elected officials, Town management, business associations, and other interested stakeholder groups as requested by the Town.

B. Deliverables will be defined in each work authorization issued.