

## A Marketing Plan

As the Tourist Board debates the details of the Tourism marketing plan for FY 14/15 over the next few months, the following are proven components of a well-rounded (marketing) approach for a destination.



- **Owned Media:** This refers to items we produce and control such as the Tourism website [www.visitsurfsidefl.com](http://www.visitsurfsidefl.com), eblasts through Constant Contact and social media outreach. More traditional avenues include a Visitors' Guide (coming soon!) and the use of banners in Town.
- **Earned Media:** Here the objective is to get your message out through others via public relations efforts (press releases), industry and media tours, leveraging other websites and social media, working with area concierges and other partnerships
- **Paid Media:** While this includes traditional advertising, there is also a tourism industry component of participation, with all related necessary collateral and partnering with other organizations such as GMCVB, at trade shows regionally, nationally and internationally
- **Special Events:** the Third Thursday event series is a successful example that has potential to grow in popularity and scope. Another recent example was the use of the Turtle sculptures at an event centered around Art Basel. There is room for other appropriate signature events that capitalize on our beach location or focus on our downtown
- **Memberships/Conferences & Seminars:** These are crucial to leverage opportunities that exist in the market place, expand ones' knowledge of the industry as well as current and future trends and to network

This blueprint, as identified in the Town's adopted Tourism Five Year Strategic Plan, effectively pinpoints avenues to expend the Resort Tax funds that are earmarked for Tourism promotion.

It also fulfills the requirements outlined in the State Statute, Town Charter and Ordinance that govern the use of these funds. Fully embracing the plan will serve the Town well when competing with our neighbors to the north and south. The Tourist Board meets the first Monday of the Month at 6pm in the Town Hall Commission Chambers. The meetings are open to the public and broadcast on Channel 77 and streamed live on the Town's website [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov)

## Business Improvement District Update

The submission of the ballots from the downtown property owners, for the Business Improvement District (BID) election, were due 5 pm on Thursday June 12, 2014. A total of 47 ballots were issued and mailed via certified mail (one for each downtown property) The official results:

- 15 ballots in support of the BID
- 12 ballots against the BID
- 20 unreturned ballots

Therefore, the Business Improvement District (BID) failed and cannot be established at this time due to the fact that 24 supporting ballots were required to form a BID.

## Social Media Workshop on July 22

The Town of Surfside Tourism Bureau and Alex de Carvalho, Regional Development Director for Constant Contact, invite you to *Social Media 101*, a workshop on Tuesday, July 22 from 6:30-8 p.m. at Surfside Town Hall.

The workshop will focus on simple strategies for marketing small businesses and organizations and the value of using social media to reach customers. Attendees will learn about gaining traction in the online world and how to generate more referrals, repeat business and participation from clients and potential customers. Learn how social media outlets can interact together, ways to leverage their inherent strengths and tools to evaluate the best use for your business or organization.

This is a free educational, interactive workshop and suitable for all experience levels. Light refreshments will be served. Please register to reserve your spot by sending an RSVP to: [tourism@townofsurfsidefl.gov](mailto:tourism@townofsurfsidefl.gov)

## New Eyewear Business on Harding

Eyes On The Water, an eyeglasses store, has opened at 9455 Harding Avenue. The business is open from 10 a.m. to 6 p.m. Monday-Friday and features a wide selection of products at affordable prices, including name brands such as Michael Kors, Prada, Gucci and more than 100 styles of Ray Ban frames. For information, call 305-871-8663.



## CORRECTION FROM JUNE ISSUE

The correct address for new business Transacta Developers is 9537 Harding Avenue, (305) 867-6344.