



TOURISM IN POMPANO BEACH :: 2011

//// PLANNING, DEVELOPMENT, MARKETING & MANAGEMENT

Table of Contents

Preface	Page 3
Background	Page 4
Tourism Overview and Assessment	
Timeline of Notable Activities from August 2009 - June 2010	
Framework of Tourism Strategic Planning Process	Page 6
Role of Local Government	
Core Values	
Authenticity	
Sustainable Tourism Practices	
Clear Vision	
Strategic Alignment	
Network of Stakeholders and Partners	
EDC Tourism Strategic Planning Team (TSPT)	Page 10
Responsibilities	
Team Composition	
Meeting Schedule and Updates	
Outreach to Stakeholders	
Expanded Inventory of Assets/Amenities	
Municipal Partners	
The Tourism Action Plan	Page 17
Physical Environment	
Accommodations	
Ecotourism	
Sports Tourism/Recreation	
Cultural/Heritage Tourism	
Other Leisure Activities	
Branding and Way Finding	
Marketing and Public Relations	
Proposed Organizational Structure	Page 36
Tourism Planning and Development	
Tourism Marketing and Public Relations	
Tourism Management	
Acknowledgment	Page 41

Appendices

- A. Diagram of Tourism Network
- B. Portion of CVB Visitor Map of Attractions - NE Broward County
- C. Map of NE Broward County Municipalities (proposed Network area)
- D. Corridor Maps
 - 1. Main Corridors in NE Broward County (w/ some amenities)
 - 2. Targeted Corridors in Pompano Beach
 - 3. SR A1A Scenic Highway in Pompano Beach
- E. Accommodations
 - 1. Pompano Beach listings
 - 2. Pompano Beach accommodations map
 - 3. Pompano Beach potential hotel/motel sites (partial)
- F. Ecotourism
 - 1. Dive and fishing charters in Pompano Beach
 - 2. Beach access points in Pompano Beach
 - 3. CVB Greater Ft. Lauderdale area map (dive site identification)
 - 4. Coral and artificial reefs map
 - 5. NE Broward County map identifying county park locations
- G. Sports Tourism Business Listings (partial)
- H. Cultural Tourism
 - 1. Broward County MPO Bicycle Suitability/library locator map (NE County portion)
 - 2. Pompano Beach East District CRA Plan 2001 – Beach Branch Library/Community Center
 - 3. B & A Beach Area Master Plan – September 2008
 - 4. Pompano Beach NW District CRA – Pompano Beach Branch Library/Cultural Center (proposed)
 - 5. City of Hollywood Visitors Map
- I. Pompano Beach restaurant listings and locator map
- J. City of Pompano Beach organizational/functional relationships for Tourism Management (proposed)

Primary Reference Documents

- Tourism Overview and Assessment – Alexa Von Staden (March 2010)
- The Emerging Business of Cultural Tourism – Broward County Cultural Tourism Action Committee (April 2007)
- Broward County 2020 Cultural Plan - Broward County Cultural Division
- The Greater Fort Lauderdale Convention and Visitors Bureau (CVB) 2011 Marketing Plan
- SR A1A Scenic Highway – Broward County Corridor Management Plan (2010/2011)
- City of Pompano Beach Comprehensive Plan
- City of Pompano Beach Code of Ordinances, Building Code, Business Occupational Licenses etc.
- City of Pompano Beach Budget and Capital Improvement Plan (2010/2011)
- City of Pompano Beach East District CRA Plan
- City of Pompano Beach NW District CRA Plan
- City of Pompano Beach CRA Marketing Plan
- City of Pompano Beach Green Market Business Plan
- City of Pompano Beach Branding Initiative

Preface

"Tourism in Pompano Beach – Planning, Development, Marketing and Management (2011)" is a compilation of the work of the Tourism Strategic Planning Team (TSPT), established by the Pompano Beach Economic Development Council in June 2010. It represents the next step in the strategic planning process following the SWOT analysis and recommendations issued in "Tourism in Pompano Beach - Overview and Assessment (2010).

The framework to effectively and efficiently advance the process includes: the role of local government in supporting the tourism industry, core values, authenticity, sustainable tourism practices, strategic alignment and the following vision statement: *"Pompano Beach will enjoy prosperity and sustainability as a tourism destination in a renewed environment wherein our local tourism industry functions and grows as an integral part of the economic development and positive image of the City of Pompano Beach."*

As a result of information gathering, analysis and outreach to key stakeholders, the Cities of Deerfield Beach, Lighthouse Point, Town of Hillsboro Beach and NW Unincorporated Broward County have been identified as strategic partners in creating greater visibility, distinction and marketability for the NE area of Broward County. The Greater Fort Lauderdale Convention and Business Bureau (CVB) is responsible for marketing "Greater Fort Lauderdale", including the 31 municipalities and the CVB receives funding through collection of bed tax. It is vital that our four municipalities work in close partnership with the CVB to bring tourism dollars into our local area.

The Action Plan establishes specific goals and strategies in the following areas: physical environment; accommodations; ecotourism; sports tourism; cultural/heritage tourism; and leisure activities such as shopping, dining, entertainment and sightseeing. The Plan also addresses branding, marketing, advertising, and public relations.

In looking to the future, it is important to have structures in place that will not only accomplish the objectives and strategies contained in the Action Plan in a productive, cost effective way, but will also ensure that a sustainable tourism industry will be an integral part of a healthy, prosperous local economy for years to come. The Tourism Strategic Planning Team has formulated the following recommendations: establishment of a Tourism Planning and Development Committee of the Economic Development Council (EDC); creation of a NE Broward County Tourism Network to expand private business, not-for-profit, and public sector partnerships within the City of Pompano Beach and with our municipal partners; establishment of the City of Pompano Beach Office of Tourism staffed with one full-time Tourism Manager who will work with the EDC/Chamber of Commerce and all the Tourism Network Partners, will administer the City of Pompano Beach Tourism Strategic Plan, and will serve as the City liaison with County government partners including the CVB; and appointment of a City volunteer to serve as Community Advisor for Sustainable Tourism.

A Power Point Presentation supplements this document.

Background

Tourism Overview and Assessment

The impetus for Tourism Planning, Development, Marketing and Management in Pompano Beach began in 2009 with a (Draft) Economic Development Strategies Report that identified tourism as one of the three major target industries for economic development in the City of Pompano Beach. Subsequently, the Mayor's Stimulus Task Force determined that a tourism strategic analysis was the necessary first step moving forward and directed that a tourism "scan or overview" be conducted.

The Tourism Overview and Assessment examined the overall political, social, governmental, business and technical environment of tourism within Pompano Beach/Broward County including strengths, weaknesses, opportunities and threats (SWOT in planning terms). The report recommended the development of a Strategic Plan for Tourism and contained the following building blocks needed to proceed:

- Concepts and terms used in the tourism industry
- Assets and amenities
- Historical perspective
- Data that identifies the local tourist profile, motivators, and activities
- Target markets
- Optimum positioning options
- Key partners/stakeholders
- Issues to be addressed
- Specific recommendations
- Commitment to Sustainable Tourism and Authenticity

Timeline of notable activities from August 2009 – June 2010

- On **08/31/09**, a document entitled "Economic Development Strategies (draft)" was issued by Lambert Advisory, LLC as the result of a request for a study by the City Manager's Office. The report contained data and recommendations particularly relevant during these challenging economic times. Notably, the report cited Tourism as one of the three major target industries in Pompano Beach.
- In response to the report, the EDC took prompt action on **09/21/09** by establishing the Mayor's Economic Stimulus Task Force with the directive to commence in mid-October and conclude by mid-December. The purpose of the Task Force was to ideate 5 or 6 recommendations that could be immediately implemented by the City Commission to help jump-start the local economy.
- The Task Force held their first meeting on **10/19/09**, chaired by Mayor Lamar Fisher with EDC Chair, Tommy DiGiorgio, serving as Vice Chair. The Task Force met 4 additional times during November. Paul Lambert also made a presentation of the "Economic Development Strategies (draft)" at a Commission Workshop held on **11/21/09**.
- The subject of Tourism was raised early and frequently during the four **11/09** Task Force Meetings. It was clear that more guidance and information would be needed. Task Force member Sandy Von Staden suggested the University of Florida Center for Tourism Research and Development because this UF affiliate provides professional assistance internationally, nationally, and within the state of Florida including local jurisdictions. She was aware of this resource because her daughter, Alexa, is pursuing an MS Degree at UF with a specialization in Tourism and Commercial Recreation. Ms Von Staden also completed a full-time

undergraduate internship at the Greater Fort Lauderdale Convention and Visitor's Bureau. Task Force member Ric Green agreed for the Chamber of Commerce to take the lead in pursuing this further. As a result, it was determined to invite Alexa Von Staden to the final Task Force meeting.

- At the Task Force meeting on **12/14/09**, Alexa Von Staden agreed to prepare a working document and presentation to frame the discussion and form the basis for tourism planning, development, marketing and management in the City of Pompano Beach. Ms. Von Staden indicated that she would complete the work at no charge as part of her MS curriculum and noted that her graduate advisor, Dr. Lori Pennington-Gray, is an associate professor at the University of Florida and faculty member of the Center for Tourism Research and Development. The Chamber of Commerce agreed to cooperate as primary liaison for approval of the project by the University.
- The Mayor's Stimulus Task Force issued a written report on **01/11/2010 (dated 12/14/09)**. The report identified seven (7) strategies and related action items including a recommendation regarding tourism: *"Based upon the ongoing Tourism analysis, define a tourism strategy and plan for the City"*.
- Task Force Vice-Chair/EDC Chair Tommy DiGiorgio presented the report at the City Commission Meeting on **01/26/2010**.
- At the EDC meeting on **03/01/2010**, at the request of Chair, Tommy DiGiorgio, Sandy Von Staden presented an overview of the Strategic Planning Process, in anticipation of the completed tourism SWOT analysis, i.e. the initial undertaking in the planning process.
- On **03/30/2010**, Alexa Von Staden issued the "Tourism Overview and Assessment" for distribution to the EDC at their regular meeting on **04/05/2010** and to City Commissioners, Chamber of Commerce, City Manager, and CRA prior to the scheduled presentation at the City Commission Meeting.
- On **04/27/2010**, Alexa Von Staden presented the "Tourism Overview and Assessment". The Commission voted unanimously to accept the report.
- At the EDC meeting on **05/03/2010**, City Manager Dennis Beach provided a progress report on implementing recommendations of the Mayor's Stimulus Task Force, citing the "Tourism Overview and Assessment". Tom DiGiorgio announced that Sandy Von Staden, in consultation with the EDC Chair and Chamber, was preparing a proposal to move forward with tourism strategic planning that would be presented at the June EDC meeting. Alexa Von Staden agreed to continue providing tourism consulting services on a volunteer basis throughout this phase of the process. At this meeting, the EDC also approved a resolution urging the City Commission to support National Tourism Week.
- On **05/11/2010**, The City Commission issued a Proclamation in recognition of National Tourism Week.
- On **06/07/2010**, Sandy Von Staden presented the proposal to the EDC for a Strategic Planning Initiative for Tourism including establishment of the EDC Tourism Strategic Planning Team. The EDC members voted unanimously to implement the proposal.
- On **06/21/2010**, Sandy and Alexa Von Staden met with the Visit Florida management team at their State Office in Tallahassee to learn more about their partnerships and grant programs and to discuss the new EDC Tourism Initiative in Pompano Beach.
- On **06/22/2010**, the Pompano Beach City Commission was briefed on the new Initiative by Tommy DiGiorgio, Chair of the EDC.

Framework for the Tourism Strategic Planning Process

The proposal presented to the Economic Development Council advances the planning process and sets forth the framework to articulate and reinforce the following:

The Role of Local Government as a Partner in the Tourism Industry

Strategic Management

It is the function of local government to strategically manage tourism in order to ensure long-term sustainability. Competing budgetary pressures are placing considerable strain on the ability of local authorities to participate in non-statutory services such as tourism. The City needs to ensure that its involvement in tourism is cost-effective and focused upon local priorities. There are many contributors to tourism, often resulting in duplication of effort. However, local government plays a unique and valuable role in the industry for the benefit of visitors, residents, businesses and the environment alike. It is essential to tackle priority tourism issues and functions that can be fulfilled by no other agency. Only a local authority can:

- Provide a strategic and operational role in maintaining a high quality physical environment
- Provide links and continuity of policy between the services, such as planning, environmental health and highways that are essential to a sustainable tourism destination
- Ensure that the needs of the whole destination, including residents, businesses, and the environment, are represented and considered in the management of tourism

Physical infrastructure

A high quality environment is important for both residents and visitors. The services listed below are essential and must be a priority for a visitor destination:

- Street cleaning
- Street lighting
- Accessibility
- Parks and Recreation
- Leisure and Cultural arts facilities
- Coastal protection and beach cleanliness
- Water safety
- Conservation of the natural environment
- Preservation of historic buildings
- Building and planning control
- Environmental health
- Public conveniences/parking/sidewalks
- Security
- Signage

Corporate Consideration

Sustainable tourism relies upon the successful delivery of a wide range of City services across City departments.

Only a local authority can combine the delivery, coordination and promotion of tourism in one body and in order to make the most of this, the City needs to ensure tourism is a corporate consideration and responsibility.

One of the most effective ways to accomplish this is thru the establishment of a tourism organization comprised of public, private and not for profit organizations committed to its aims. Creating an Action Plan identifies the work required of each organization and of each City department in order to achieve key objectives. Furthermore, continuity and coordination of tourism policy across local government can be achieved by addressing tourism in the various local plans (i.e. land use, transportation, CRA, capital improvements, etc.).

Needs of the destination

Local authorities, with their democratic basis, offer impartial decision-making that places the wider good of an area above commercial considerations in a way that other organizations cannot. In representing the destination in its totality, the City is the guardian of “local distinctiveness”, championing local culture, people, products and the environment. With this remit, it is the role of the local government to develop a long-term, strategic direction for the destination, bringing together and balancing the needs of different interests. This is best achieved through a clear understanding of the volume, value and impact of tourism upon the locality.

A tourism strategy needs to be achieved through cooperation between key players in order to establish shared goals, local ownership, individual responsibilities, basis for pooling resources, and a platform for further partnership initiatives. Bringing together the whole visitor industry is essential to the delivery of sustainable tourism. As the representative of the destination, local authorities play an important role in linking into regional and national initiatives, particularly ensuring the needs of the local tourism industry are understood by regional tourist boards, regional planning agencies, business services, government agencies etc.

Catalyst for partnerships

Tourism is a fragmented industry, forcing together diverse players, from international corporations to convention centers, to beaches and waterways. Therefore, partnership is both an obvious and necessary way of working through combining expertise, perspectives and priorities across the public, private and voluntary sectors.

Local authorities, with their “honest broker” role, are crucial to bringing together and directing these partnerships. Partnerships vary in composition, size and targets but should share a common goal - the strategic and wise management of tourism. Partnerships can be used to tackle a range of different issues from visitor management to regeneration to raising quality standards. With the increasing pressure on local authorities’ budgets, partnerships should be used by the City to identify and address their own local tourism priorities.

Marketing, promotion and information

Effective tourism promotion requires high levels of skill to respond to increasingly sophisticated market needs. Not all local authorities can justify the level of investment necessary to acquire such skills. Tourism marketing, advertising and public relations is, therefore, a function that may be best fulfilled through strong partnerships. Joint working relationships can also help minimize duplication of promotional activity - the ripple effect of promotion at the City, County, and State levels. However, too many micro players can lead to design by committee and unsatisfactory, time-consuming results. Furthermore, tourists do not recognize local authority boundaries. The tourism product exists across several local authorities. In the case of Broward County, the CVB promotes an overall brand, which relates to the needs of customers (i.e. visitor target markets) as opposed to specific city boundaries.

Good information provision can generate additional income, longer stays, return business and new visitors. Tourists have information needs that should be met prior to, during and after their visits. Visitor Information Centers and the Internet are both powerful and essential tools for the industry that local authorities are finding

increasingly difficult to fund alone. Their development is a priority that requires planning and collaboration at the state county and local levels.

Core Values

- Enhance the quality of life for our residents thru providing both essential and non-essential services as well as providing and maintaining a quality infrastructure that is responsive to the needs of our residents
- Maintain and protect our cherished natural resources
- Cultivate and celebrate our City's heritage and authenticity
- Foster cooperative relationships with residents, businesses, visitors and other private and public sector entities both inside and outside our City boundaries
- Promote the economic health and vitality of our City

Authenticity

- Understand, appreciate and celebrate the community's unique assets, history and culture
- Revitalize, do not reinvent based on imitation or a false, contrived image
- Provide a window on the heritage and history of the location
- Provide positive interaction between visitors and local residents (i.e. local events, residents providing visitor information, guided tours, personal instruction, local artists, information on wildlife habitats, etc.)
- Provide visitors with an escape from their daily lives and a desire to return in the future

Sustainable Tourism Practices

It is informative

- Visitors learn about the destination and how to help sustain its character while deepening their own travel experience
- Residents learn that the ordinary and familiar may be of interest to "outsiders"
- Residents appreciate the local benefits derived from a vibrant, well-managed sustainable tourism industry

It supports integrity of place

- Visitors support businesses that emphasize character of locale in terms of architecture, cuisine, heritage, aesthetics and ecology
- Tourism revenues, in turn, raise local perceived value of those assets

It benefits residents

- Travel businesses employ and train local people
- They buy local supplies and use local services

It conserves resources and does not abuse the product

- Travelers favor businesses that minimize pollution, waste, energy consumption and water usage
- Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal including green space, local quality of life (examples: no wake zones in Intracoastal waterway to protect manatee, lighting restrictions in turtle nesting season, creating pedestrian and bicycle friendly street environment vs. vehicles, native landscaping, etc.)
- Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome

It strives for quality over quantity

- Number of visitors and hotel bed occupancy are not the sole indicator of success
- Communities also measure success by length of stay, quality of experience and money spent

Clear Vision

Developing a clear, concise vision accomplishes the following:

- Builds community
- Upholds core values and ensures authenticity
- Inspires action
- Everyone works together toward the same outcome

"Pompano Beach will enjoy prosperity and sustainability as a tourism destination in a renewed environment where our local tourism industry with function and grow as an integral part of the overall economic growth and positive image of the City."

Strategic Alignment

There exists an overarching need to ensure ongoing compatibility between the City's planning process, values, current realities and the responsibilities of other local and state agencies. Regarding tourism branding, marketing, advertising and public relations, strategic alignment with the Greater Fort Lauderdale Convention and Visitors Bureau is critical since they are charged with undertaking these functions for the 31 Broward County municipalities including the City of Pompano Beach (and for which they receive local funding). Interface with the official State Tourism Agency, Visit Florida, is essential as well.

Key Stakeholders in "Tourism Network"

Although the Tourism Overview and Assessment identified a number of the key stakeholders, this process needed to be expanded based on a broader and deeper understanding and identification of responsibilities, functions, and influences within the local public and private sectors. A diagram depicts this analysis and forms the basis for establishing a functioning planning group. ***Refer to Appendix A***

Establishment of the Economic Development Council Tourism Strategic Planning Team (TSPT)

Responsibilities

The Tourism Strategic Planning Team (TSPT) is responsible for advancing the tourism strategic planning initiative including developing an Action Plan to address the following issues and recommendations contained in the “Tourism Overview and Assessment”:

- A1A Scenic Corridor (3 miles) including beach improvements
- Atlantic Blvd Corridor- beach to turnpike including downtown development
- Federal Highway corridor sections immediately north and south of the East CRA boundaries
- Rehabilitation of existing accommodations
- New Hotels and tourism related development
- Ecotourism
- Sport Tourism (i.e. sports commission/tournaments etc.)
- Cultural/Historic Heritage including available grants
- Relationship building with CVB and Visit Florida
- Partnerships with neighboring municipalities and chambers of commerce
- Tourism focused press releases/media relationships/communication outlets including web cam
- Tourism advertising/marketing program (including target markets)
- Visitor Center and Kiosks
- Comprehensive Visitor’s Guide
- Comprehensive website and connectivity with other sites
- Community involvement via City Advisory Boards/members
- Partnerships with schools offering hospitality and related programs i.e. internships, volunteers etc)
- City-wide branding initiative

The TSPT is also responsible for identifying additional opportunities for tourism development, positioning and marketing based on a more detailed review of assets and current conditions. Since this is a dynamic process, new ideas emerged and are incorporated into the planning process.

In addition, the TSPT lays the foundation for the establishment of an organizational structure(s) responsible for ongoing tourism planning development, marketing and management as an integral part of the overall economic development and destination image of the City of Pompano Beach.

Team Composition

The Tourism Strategic Planning Team (TSPT) is comprised of twelve (12) members in positions of leadership, authority and responsibility within the Economic Development Council, the Chamber of Commerce, the City of Pompano Beach and the CRA, and a community volunteer consultant with the expertise to facilitate and coordinate the strategic planning process. A tourism consultant will also provide assistance on a volunteer basis.

- Thomas (Tommy) DiGiorgio, Jr., Chair of Pompano Beach EDC, Vice-Chair of the Mayor’s Stimulus Task Force (sunset), Member of the Chamber of Commerce
- Ric Green, President/CEO, Chamber of Commerce, Member of the EDC, Member of the Mayor’s Stimulus Task Force (sunset)
- Elaine Fitzgerald, President of Beach Vacation Rentals, Member of the Chamber of Commerce Board of Directors and Chair of Chamber Tourism Development Task Force, Member of the EDC
- Rob Wyre, General Manager, Isle Casino & Racing - Pompano Park, Member of the Chamber of Commerce Board of Directors

- Dennis Beach, Pompano Beach City Manager
- Mark Beaudreau, Recreation Program Administrator
- Robin Bird, Development Services Director
- Sandra King, Public Communications Director
- Kim Briesemeister/Chris Brown CRA Co- Executive Directors
- Floyd Johnson, NW CRA District Director
- Jeanine Parisi, CRA Marketing Manager
- Sandy Von Staden, Member of the Mayor’s Stimulus Task Force (sunset), Vice-Chair of the East District CRA Advisory Committee, Vice Chair of the Cultural Arts Committee, (professional background in strategic planning, public administration, public/private partnerships, advisory committee oversight)
- Alexa Von Staden, volunteer Tourism Consultant, MS Tourism and Commercial Recreation (i.e. Planning, Development, Marketing and Management); author of “Tourism in Pompano Beach - Overview and Assessment”

TPST Meeting Schedule and Updates

The proposal presented to the EDC outlined a meeting schedule that was affirmed by the TSPT at their first meeting. It is noted that this process necessarily involved a time commitment and workload over and above each member's full-time duties and responsibilities. For the EDC Chair, the team facilitator, and the tourism consultant, it was a volunteer endeavor beyond their current professional and/or volunteer responsibilities. Much of the work was accomplished outside of the TSPT meetings, i.e. in individual meetings and in the course of conducting everyday business. The team facilitator assumed primary responsibility for data collection, agenda preparation, progress reporting at monthly EDC meetings, and preparation of the TSPT final work product. The meetings are documented in the EDC minutes through the process of monthly updates.

The following approved meeting schedule was adhered to with only one minor date change:

- 06/25/2010 Meeting #1 - City Hall, Commission Conference Room
- 07/12/2010 EDC Meeting - TSPT Update
- 07/16/2010 Meeting #2 -Beachcomber Resort and Villas
- 07/30/2010 Meeting #3 - Ocean Point Beach Resort
- 08/02/2010 EDC Meeting - TSPT Update
- 08/20/2010 Meeting # 4 - Greater Fort Lauderdale Convention and Visitors Bureau (CVB)
- 09/13/2010 EDC Meeting - TSPT Update
- 09/17/2010 Meeting #5 - Isle Casino
- 10/04/2010 EDC Meeting - TSPT Update
- 10/20/2010 Meeting # 6 - Chamber of Commerce
- 11/01/2010 EDC Meeting - TSPT Update
- 11/19/2010 Meeting # 7 - Isle Casino
- 12/06/2010 EDC Meeting - TSPT Update
- 12/17/2010 Meeting #8 - Parks & Recreation Dept, Emma Lou Olson Center

In addition, following is the work product completion schedule:

- 01/28/2011 TSPT review of draft document/ attachments - discussion of organizational structure
- 02/07/2011 EDC Meeting - TSPT presentation of "Tourism in Pompano Beach – Planning, Development, Marketing and Management". EDC Chair to place on Agenda for vote at March meeting
- 02/08/2011 Team facilitator requests any final input from TSPT members (February 8-28)

Outreach to Key Stakeholders

Throughout the process, team members engaged in outreach with partners and stakeholders identified in the Tourism Network including but not limited to the following:

- Hotels/accommodations/timeshares
- Marinas/boating/charter fishing
- Restaurants
- Diving/water sports
- Gambling/entertainment
- Shopping/tourist related retail/concessions
- Historic Preservation/Cultural Heritage organizations
- Cultural Arts organizations
- Schools
- Special Events partners
- GFL Convention & Visitors Bureau staff
- Visit Florida staff
- Neighboring municipalities
- Chambers of commerce
- Advisory boards and residents
- Media outlets

These outreach efforts provided valuable input, support, and consensus building throughout the process. The efforts also helped solidify partnerships and generate a “positive buzz” about tourism in Pompano Beach and the NE Broward County area.

Expand Inventory of Assets & Amenities

The “Tourism Overview and Assessment” identified key Pompano Beach infrastructure and assets from a tourism industry perspective based on trends, target markets and other factors but was not intended to be exhaustive. The strategic planning process required "drilling down" with more specificity, especially regarding Pompano Beach amenities such as accommodations, dining and other areas that support our target positioning options, i.e. cultural/heritage, sports and ecotourism. The inventory was expanded to include a scan of partners and potential partners throughout the Tourism Network. The results were used in developing the Action Plan.

The inventory process included the following:

- Establish a baseline of knowledge among members of the TSPT; a “snapshot” regarding an array of tourism businesses in the local area including how they currently perceive themselves and market themselves to tourists (gathering and reviewing marketing materials, brochures etc.)
- Collaborate as a team with County and State entities that provide tourism information and are charged with promoting our destination (i.e. Greater Fort Lauderdale Convention and Visitors Bureau and Visit Florida) including solidifying relationships, reviewing marketing materials and current marketing plans, and ensuring strategic alignment.
- Examine the structure and function of other Broward County municipalities that directly engage in tourism marketing efforts in cooperation with the CVB, i.e. Lauderdale-By-The-Sea and the City of Hollywood.
- Identify Municipal and County partners based on geography, shared and complimentary amenities, marketing and advertising compatibility and strategic alignment.

Municipal Partners

A scan was conducted of the neighboring cities of Deerfield Beach, Hillsboro Beach, Lighthouse Point, Lauderdale-By-The-Sea, Coconut Creek and northern Broward County Government.

It is important to note that the CVB promotes the eight (8) Broward County coastal municipalities by dividing them into North, Central and South areas. Lauderdale-By-The-Sea is part of the Central area along with Fort Lauderdale. Brand recognition within the Greater Fort Lauderdale area does not appear to be a challenge for Lauderdale-By-The-Sea since "Lauderdale" appears in their name. Also, the LBTS Chamber of Commerce can focus almost exclusively on the tourism industry because they are a small municipality whose boundaries are within the Scenic A1A corridor and most of their members are engaged in tourism related businesses.

Although the City of Coconut Creek borders Pompano Beach on the west, it is not, for strategic alignment purposes, one of the CVBs coastal municipalities. Coconut Creek currently has no hotels and the major tourism related amenity within their boundaries is Butterfly World, which is located within Broward County Tradewinds Park. Fern Forest Nature Center is also a Broward County Park. The Omni Auditorium and North Regional Libraries are both located on the Broward College North Campus. Pompano Beach currently has collaborative relationships with Broward County Libraries Division, Parks and Recreation Division and Broward College. Lastly, Pompano Beach already boasts an outstanding gaming venue.

Although Lighthouse Point is not promoted by the CVB as one of the coastal cities since it has no hotel, this City has its share of snowbirds and visiting friends and relatives. It also enjoys numerous assets and Pompano Beach has a well-established collaborative relationship with Lighthouse Point.

In the final analysis, It was determined that the Cities of Pompano Beach, Deerfield Beach and Lighthouse Point along with the Town of Hillsboro Beach, and Unincorporated Broward County (the Wedge) could partner in order to enhance their positioning for Cultural/Heritage, Sports and Ecotourism and create greater visibility, distinction and marketability for the NE area of "Greater Fort Lauderdale". **Refer to Appendix B and Appendix C**

City of Deerfield Beach

Deerfield Beach is bordered on the north by the Hillsboro canal, separating Broward and Palm Beach Counties. The beach area is bustling with activity from surfers to strollers along the boardwalk. The City includes a one-mile stretch of Scenic SR A1A and public "blue wave" beach access. This city has a century long history beginning in 1898 when a post office was established to serve the population of 20 settlers in Deerfield, named after the numerous deer that grazed along the river. Deerfield was a pineapple farming area in the early 1900's and by 1925 the population had grown to 1,300. At that time, the Town of Deerfield was incorporated and continued as a small farming community until the late 1940's. In 1951, the town was renamed the City of Deerfield Beach and the economy gradually evolved away from agriculture toward tourism. Today, the economy is diversified and the population of 80,000 is culturally diversified as well, with residents speaking over 40 languages. The city also established a CRA in 1999 that is similar in geography to the Pompano Beach East District CRA.

Beach/Aquatics

- Public "Blue Wave" Beach and Boardwalk - evening concert series, beach dances
- Fishing Pier/ with concessions (24 hours a day, 7 days a week)
- Designated Surfing Areas
- Middle School Athletic Complex - Aquatic Center

Park Amenities (highlights)

- Quiet Waters Park - Broward County (Ski Rixen, fishing, canoeing, kayaking, paddleboats)
- Deerfield Island Park - Broward County (accessible by boat only- boardwalks and nature trails)
- Constitution Park - Arboretum (Tree Zoo) - City
- Pioneer Park - Tennis Center and boat ramp (ocean access)

Golf

- Deerfield Country Club
- Deer Creek Golf Club
- Hillsboro Pines Golf Club at Century Village

Cultural Amenities

- South Florida Railway Museum, Butler House- Deerfield Beach Historical Society
- Percy White Branch Library - County
- Century Plaza Branch Library - County

Marinas

- The Cove Marina and Restaurant
- Marina One - boat rentals

Accommodations (highlights)

- Superior Small Lodgings - Berkshire Beach Club, Carriage House, Deerfield Buccaneer (all on A1A)
- Embassy Suites with 244 rooms plus Spa; Hilton with 220 rooms plus 20,000 sq ft of meeting space
- Other Brands – i.e. Best Western, Comfort Inn, Comfort Suites, Hampton Inn, Howard Johnson's, LaQuinta
- Wyndham Property - Deerfield Beach Resort (with web cam) and more

Shopping/Dining (highlights)

- The Cove Shopping Center
- Hillsboro Square Shopping Center
- Beach souvenir/specialty shops
- Island Water Sports
- Target and Bealls
- Waterfront Dining at the Cove, JB's on the Beach and Oceans 234

Events

- Annual Renaissance Festival at Quiet Waters Park - Broward County (mid-February thru mid-March)
- Annual Festival of the Arts
- Sunday Green Market -CRA
- Mango Festival
- Superboat Power Race
- Women's Volleyball Professional Association

Public Transportation

- Deerfield Beach Community Bus - City in conjunction with Broward County Transit (BCT)

Contact Information/Local Publications

- Mayor Peggy Noland, City Manager Burgess Hanson, asst City Manager/CRA Director Kevin Klopp, Communications/Marketing Manager Rami Alterr Musto, Parks and Recreation Director Bob Harbin
- Deerfield Beach Chamber of Commerce web-site (Board managed and committee run)
- Recreate - published 3 times a year by the Parks and Recreation Department

City of Lighthouse Point

Lighthouse Point is a small town nestled between Pompano Beach and Deerfield Beach. The first home was built in 1947. By 1956, there were about 600 residents and they chose to incorporate instead of being annexed into Pompano Beach. Throughout the late 1950's and '60's various subdivisions were added and the land area grew to 2.36 square miles, bordered on the west by Federal Highway (US1) and the east by the Intracoastal Waterway. In the '80's, shade trees were planted throughout the city as part of the Green Team project. The 11,000 residents enjoy neighborhoods that provide views of the 18 miles of waterways that meander thru the City.

Park Amenities

- Exchange Club Park - 14 acre natural environment abutting the Intracoastal Waterway; developed and maintained by Lighthouse Point & Pompano Beach
- Frank McDonough Park - Lake Placid Tennis Center

Cultural Events/Amenities

- Lighthouse Point Library
- Nautical Flea Market (Jan) at Pompano Community Park - Cities of Lighthouse Point and Pompano Beach
- Keeper Days (Feb) week-end celebration with dinner, parade, activities and sports events -
- Environmental Fair at McDonough Park
- Annual Benefit Classic Car Show (May) - The Shoppes at Beacon Light
- Annual Dog Day in the Park

Marinas

- Lighthouse Point Yacht Club - private, members only
- Lighthouse Point Marina - family owned and operated for 40 years; Dockside Galley Grille Restaurant

Restaurants & Shopping (examples)

- Shoppes at Beacon Light, My Own Cruising Journal, TJ Maxx
- Bonefish Mac, Wahoo Grill, Fin & Claw, Cap's Place, Docksidiers

Public Transportation

- Lighthouse Point "Tender" Community Bus - City in conjunction with Broward County Transit (BCT)

Contact Information/Local Publications

- Mayor Fred Schorr, President, City Administrator John D. Lavisky, Recreation Administrator John Trudel, Library Director Doreen Gauthier Lighthouse Point Magazine - monthly (recently changed to bi-monthly?)
- "Lighthouse Points" - City Newsletter
- Chamber of Commerce - Chairman John Lombardi (Board managed and Committee run)
- The Navigator - published by the LHP Chamber of Commerce
- Lighthouse Point Magazine
- The Light

Town of Hillsboro Beach

Hillsboro Beach extends 3.2 miles along Scenic SR A1A from the Hillsboro Inlet on the south to Deerfield Beach on the north and is bordered by the Atlantic Ocean on the east and the Intracoastal Waterway on the west. Its greatest width is about 900 feet. Originally incorporated in 1939, the town remained inactive until 1947 when it was recognized by a special act of the Florida Legislature. In those days, the town had 17 voters and A1A was an unpaved, sandy road. Today there are over 1,500 voters with a winter population over 3,000.

Beach/Recreation

- 3.2 miles of blue wave beaches
- 3.2 miles of Scenic A1A with water views and designated northbound/southbound bicycle lanes
- Boat dock on Intracoastal Waterway for marine patrol

Cultural Amenities

- Hillsboro Lighthouse (US Coast Guard Station)- periodic tours by Hillsboro Lighthouse Preservation Society
- Town Hall - site of original statue of Barefoot Mailman

Accommodations

- Superior Small Lodgings - Rainbow on the Ocean, Royal Flamingo Villas
- Boutique Hotel - Seabonay Beach Resort
- The Hillsboro Club - 15 acre resort, Members only; "special occasion" venue up to 250 guests open to the public from mid-April thru mid-November only

Public Transportation

- Hillsboro Beach Community Bus - Town in conjunction with Broward County Transit (BCT)

Contact Information

- Mayor Carmen R. McGarry, Vice Mayor Dan Dodge

Unincorporated NW Broward County

The NW corner of Broward County, known as the "Wedge", was ceded by Palm Beach County in an annexation agreement between the two counties with final approval by state lawmakers in Tallahassee effective October 1, 2009. The north boundary borders the Hillsboro Canal/Loxahatchee Road with its western terminus at the Everglades. The sea grass is connected to the sawgrass (per CVB) with convenient accessibility via Hillsboro Blvd.

Recreation/Amenities

- Loxahatchee Everglades Tours - Airboat Rides and Exhibit Hall
- Loxahatchee National Wildlife Refuge and Everglades- 27 mile dirty walking/bicycle trail

Contact Information

- Broward County Commission
- Bertha Henry, County Administrator

Action Plan

Physical Environment

As stated in the Framework Section, the physical environment falls within the public realm. The “Tourism Overview and Assessment” suggested that efforts focus on sections of the main corridors. **Refer to Appendix D**

The physical environment of the Atlantic Blvd corridor leading to the beach and bisecting the City looks deteriorated, tired and uninviting. There is little evidence of activity to entertain and attract visitors. On the other hand, the secondary corridor to the beach, NE 14th Street, has sidewalks and bike paths on north and south sides, a renovated bridge and tender house, and is the access to the Alsdorf Park boat launch.

Atlantic Blvd serves as the “Mainstreet” of the City. Data shows that 46% of the visitors travel to the area by car and yet the exit off I-95 and the Turnpike does not provide any directional and intriguing elements that indicate they are entering the City of Pompano Beach. This corridor needs to be positioned as a welcoming and clearly defined arterial to guide visitors to their next destination all the while welcoming visitors to the City. Most of the corridor is located within the NW and East CRA Districts. One block that presents both issue and opportunity is the McNab Park area. The current asset is underutilized from a land use standpoint; however, it offers opportunities to enhance the public assets of the City. A further review of the options for the park is needed.

There is also a turnpike exit at Hammondville Road/MLK Blvd and improvements along the this corridor are also underway, pursuant to the NW CRA District Plan.

A three mile section of Federal Highway from SE 9th Street north to NE 24th Street is the location of many identified amenities such as Community Park, aquatic and tennis centers, amphitheater, golf course, airpark - jogging and bicycling track, dog park, Citi-Center, restaurants, movie theater, bowling, etc. There are two water views from the highway (Caliban Canal just north of NE 14th St) and Lake Santa Barbara (just south of SE 7th Street) with marina facilities that offer boat/jet ski rentals and provide direct water access to the ocean. Although there are sidewalks along this entire section of the corridor, there are no elements to encourage pedestrian traffic. There are also numerous vacant buildings/storefronts and, again, no cohesive elements that are visually appealing. A small section of this corridor (immediately south and north of Atlantic Blvd) is within the East CRA.

SR A1A throughout the 23 miles in Broward County has recently (late 2009) been designated a Florida Scenic Highway. The area includes ¼ mile on either side of SR A1A. There are a number of criteria for receiving the designation and Broward County Metropolitan Planning Organization, through the establishment of the Corridor Management Entity and the Corridor Advocacy Group has developed an Action Plan. In addition, the State of Florida has guidelines and restrictions along the corridor which includes signage, elimination of blight, preservation of natural resources and cultural amenities etc. A total of 3.3 miles are within the city limits of Pompano Beach and one-third (7.5 miles) of the corridor is within NE Broward County. A portion of the corridor north and south of Atlantic Blvd is within the East CRA. Although there are sidewalks and bicycle lanes along the entire corridor within the City, there are issues with rundown facilities and vacant sites. Pompano Beach Blvd. lies entirely within the East CRA but the majority of Briny Avenue is outside the district. Since Pompano Beach is currently scheduled for major improvements, it is important that the City plan for needed improvements along Briny Avenue as well.

Maintaining Public Buildings and Facilities throughout the City is an ongoing effort. Major improvements and new facilities are addressed in the Capital Improvement Plan. There are several recommendations contained in this Action Plan.

Lead Team Members: Dennis Beach, Kim Briesemeister, Robin Bird, and Tom DiGiorgio

OBJECTIVES

- Upgrade the right of way along Atlantic Boulevard and create a pedestrian friendly environment
- Slow traffic along Atlantic Boulevard to create a safer pedestrian environment
- Improve the functioning of McNab Park (short term and long term land use; needs master planning)
- Improve the physical environment along the Federal Highway corridor
- Improve the physical environment along A1A
- Ensure safe pedestrian accessibility from parking lots (Oceanside and Pier) to the beach
- Seek alternatives for the blighted buildings along A1A
- Ensure accessibility and amenities at public beach access points along the 3.3 mile corridor
- Upgrade the right-of-way and invest capital dollars into the beach area to upgrade the physical environment on Pompano Beach Blvd
- Initiate development on the Pier Lot and improve the perception of activity options using the Pier as a tool
- Upgrade the MLK corridor
- Work with property owners on building upgrades along identified sections of the corridors

STRATEGIES

- Finalize design on Pompano Beach Blvd. and incorporate active uses such as walking and exercise paths, an interactive fountain, shade areas, adequate parking etc.; identify additional funding sources if CRA funds are not adequate.
- Work on Pier development options
- Incorporate and highlight the Pier as a major asset in marketing and collateral materials
- Assist owners of Parcel A in development of a hotel; work on interim use for parcel (see accommodations)
- Consider a physical location for a tourism center/kiosk in the area (i.e. within the East CRA)
- Do an analysis of the possible options for the functioning of the McNab park area
- Pursue an initiative by an identified group for expansion /improvement of North Ocean Park (NE 16th Street)
- Seek visual and programming improvements at facilities including Airpark
- Conduct assessment for undergrounding the utility lines on the 3.3. miles of A1A
- Implement traffic calming elements in the street designs while maintaining bicycle paths
- Work with DOT on traffic calming in concentrated pedestrian areas of A1A from SE 2nd St North to NE 5th Street
- Create design guidelines for the full length of the corridors
- Assist property owners with building upgrades; facades
- City staff to assess needed improvements of public buildings in the targeted areas
- New lighting required along all corridors
- Initiate an aggressive business recruitment program (CRA underway)
- Actively monitor and enforce building code along the corridors
- Enact necessary security measures to ensure safety throughout the physical environment

RESPONSIBLE: CRA, City of Pompano Beach

BUDGET/SOURCE:

Pompano Beach Blvd: \$ 4,500,000 - TIF
A1A: Unfunded
Atlantic Blvd: \$ 1,000,000 – TIF

Accommodations

Opportunities exist for Pompano Beach through current lodging inventory, redevelopment and new development, providing visitors with an array of choices. **Refer to Appendix E**

Pompano Beach can be positioned as unique, quaint and affordable with our small lodging stock, particularly those designated as Superior Small Lodgings (SSL). We currently have eight (8) SSL's, Hillsboro Beach has 2, and Deerfield Beach has 3. It is noted that Hollywood Beach CRA has worked diligently to help their small, independently owned lodgings thrive, thus preserving the scale and character of Hollywood Beach in order to enhance their friendly, hometown image. As a result, they now have 28 SSL's. In Pompano Beach, all current small lodging stock is outside the CRA districts with the exception of two lodgings in the NW CRA. Therefore, alternative funding sources and solutions need to be further explored.

Pompano Beach is also well positioned to capitalize on the redevelopment trend of "Bohemian Beach Hotels" such as The Postcard Inn located in St. Petersburg Beach that was cited as an example in the "Tourism Overview and Assessment". In fact, this property and others like it have recently been featured on the NBC Today Show and in a new book for travelers. Many Pompano Beach visitors favor properties such as the Beachcomber Resort and Villas, including bookings for beach weddings and family reunions.

The Marriott Residence Inn offers spa facilities on the ocean and Extended Stay Deluxe on West McNab Road provides an attractive option for business travelers. In addition, the City has a significant number of Time Share properties that offer nightly accommodations and extended stays for non-owners. With the exception of Palm Aire (resort and spa), all of these properties are located along the A1A corridor, with the Wyndam properties offering the newer/renovated accommodations.

It remains a top priority to attract major flags and encourage development on prime sites. Visitors, including those who stay with friends and relatives or camp out at Quiet Waters Park, are also looking for local venues and public facilities to rent space for weddings, family reunions, special events and business functions.

Lead Team Members: Kim Briesemeister, Robin Bird, Elaine Fitzgerald, and Sandy Von Staden

OBJECTIVES

- Attract new development including major hotel/flag
- Determine best approach to upgrade and support existing lodgings, particularly along the A1A corridor
- Position NE Broward County as a vacation "place to stay"

STRATEGIES

- Inventory existing product (completed) – **Refer to Appendix E-1 and E-2**
- Identify potential development sites within and outside the CRA districts (partially completed) – **Refer to Appendix E-3**
- Target code enforcement violations and possible illegal activity at motels
- Ensure hotel properties are aware of the CRA and other economic activities underway that will support redevelopment of their site
- Foster and promote relationships with lodging properties in Hillsboro Beach and Deerfield Beach
- Increase the number superior small lodgings properties by identifying properties that have potential to qualify for this designation and establish mechanism for financial assistance - City and CRA
- Assist hotel/motels in obtaining quality certifications and in improving their websites - Chamber of Commerce
- Coordinate Marketing and advertising efforts with CVB, Visit Florida and others (See Marketing section)

Ecotourism

Northeast Broward County has excellent natural assets and amenities to be an outstanding ecotourism destination, especially for diving and fishing. Pompano Beach has recently been designated a National Wildlife

Foundation Certified Community Wildlife Habitat, just the 7th city in Florida to receive this certification. Our NE Broward County neighbor, Lighthouse Point, is also certified. In addition, NW unincorporated Broward County is gateway to the Everglades with convenient access, connecting the "seagrass to the sawgrass (CVB)"

Refer to Appendices F 1- thru F-5

Lead *Team Members*: Mark Beaudreau, Sandy Von Staden

Assets and Activities

Fishing

- Piers - Pompano Beach and Deerfield Beach
- Beach - casting and spear fishing
- Docks and Bridges/public access locations - especially Hillsboro Inlet Park
- Inland - Quiet Waters Park
- Charters/Marinas

Snorkeling and Scuba Diving

- Drift, stingray and shark dives
- Guided tours, instruction
- Wreck dives including SS Copenhagen - State Park underwater archeological site
- Underwater nature photography/videography

Eco/Heritage Boat Tours

- Narrated Intracoastal boat tours/lighthouse climb - Hillsboro Lighthouse Preservation Society
- Scenic Intracoastal Cruise - South Florida Diving Headquarters
- Loxahatchee Everglades Air Boat Tour - business located in unincorporated NW Broward County

Nature Centers/Habitats/Trails/Passive Parks - bird watching, burrowing owls, sea turtle nesting, flora and fauna, nature education, nature photography, shelling

- Butterfly World - business located in Tradewinds County Park
- Arboretum/Tree Zoo - located in Constitution Park, Deerfield Beach
- Deerfield Island Park - mangrove and coquina trails (park access boat/canoe/kayak)
- Fern Forest Nature Center - trails, assembly hall, amphitheater, exhibit room
- Crystal Lakes Sand Pine Scrub - County Natural Area in Pompano Beach
- Highland Scrub - County Natural Area in Pompano Beach
- Exchange Club Park - Partnership between Pompano Beach and Lighthouse Point

Walking

- Scenic A1A sidewalk stroll
- Airpark loop
- City and County Parks
- Public Beaches

Festivals and Events

- Pompano Beach Fishing Rodeo
- Environmental fair and McDonough Park - Lighthouse Point
- Week of the Ocean
- Broward Shell Show

OBJECTIVES

- Position the City (and NE Broward County/NW unincorporated Broward County) as a top South Florida destination for Ecotourism
- Partner with Broward County, the State of Florida , and Cities of Deerfield Beach, Lighthouse Point and Hillsboro Beach to maximize assets and promote utilization by visitors
- Partner with the CVB and Visit Florida on marketing and public relations
- Support existing local businesses and promote development of new ecotourism related businesses as the market demands
- Enact “Green” standards for new construction and encourage modifications of existing structures

STRATEGIES

- Inventory ecotourism sites and potential sites (partially completed) **Refer to Appendices F1 through F-5**
- Target and promote beach/intracoastal public access points along 3-miles of sidewalk on Scenic AIA from Indian Mound Park to the Hillsboro Inlet Park. Identify funding for limited physical upgrades to these portals with measured distance markers and develop walking guide brochure.
- Produce directional signage for eco-destinations and implement a way finding program
- Explore possible eco- access/ utilization of a 33 acre “arboretum” tract of pristine pine scrub environment on the Air Park property
- Amend 98.02 of the Pompano Beach Code to enable dive access from beach
- Support the Parks and Recreation Advisory Board's efforts to designate all city parks as “Smoke Free” including the public beach by working with the State of Florida to address conflicting legislation and policies
- Work in collaboration to bring new “wreck dive site” off Pompano Beach
- Ensure walking/jogging /exercise /areas are encouraged in design plans
- Promote user friendly facilities to highlight eco-awareness
- Encourage public art with nature themes and images (see Cultural Tourism)
- Target marketing and advertising to attract visitors seeking eco-friendly destinations (see Marketing)
- Develop comprehensive marketing tools including brochures, website, publications etc
- Organize additional festivals/events targeting ecotourism activities
- City, CRA and County partner on seeking funding from Visit Florida to promote Nature and Heritage Tourism thru Marketing, Image Development and Education Grant Funding.
- Establish Sea Life Education Programs in cooperation with the National Marine Institute and FAU
- Work with Pompano Proud on eco-friendly projects to enhance the local environment for tourists as well as our residents including providing seminars and educational programs

Sports Tourism/Recreation

The City of Pompano Beach offers outstanding recreational facilities including a wide, sandy public beach, 48 parks, 7 community centers, 2 aquatic centers, 27 playgrounds, two 18 hole golf courses, equestrian center, tennis center and more to accommodate a vast array of water and land sporting activities for the enjoyment of visitors as well as residents. For example, North Ocean Park is a nationally known site for kite boarding and was recently featured in an exciting You-tube video that received international exposure.

Broward County Parks and Recreation Division operates 4 parks in the NE County area. In addition, Deerfield Beach, Lighthouse Point, and Broward College facilities help make the area a desirable destination for active sports tourism. The 7.5 miles of blue wave beaches in E Broward County are a wonderful “venue” for both exciting and relaxing water activities. Opportunities exist for expansion in the areas of tournaments and special events both on land and in the water.

Lead Team Members: Mark Beaudreau, Ric Green, Sandy Von Staden

Water Sport Activities/Venues

Canoeing and Kayaking

- North Ocean Park (NE 16th Street) in Pompano Beach for Sea Kayaking
- Alsdorf Park in Pompano Beach for canoeing and kayaking inland waterways and ocean access
- Pioneer Park in Deerfield Beach
- Pull outs along intracoastal at Harbors Edge Park, Exchange Club Park, Deerfield Island Park
- Quiet Waters County Park

Jet Skis and Power Boats

- Beach concession rentals
- Marina boat rentals

Kite boarding/ Windsurfing

- North Ocean Park in Pompano Beach

Paddle boarding - lessons and rentals

- Surf shops
- Beach concession rentals

Parasailing and Banana Boat Rides

- Beach concession

Rowing- launch sites

- North Ocean Park (NE 16th Street)
- Alsdorf Park

Sailing - Catamarans, Monohulls. Sunfish, Prams

- Sailing charters

Skim Boarding

- Beach concession rentals

Surfing - lessons, rentals, surf camps

- Surf shops

Swimming

- USLA Ocean Swim Series
- Lifeguard Tournaments
- Piranha Swim Team
- USA Swimming
- Special Olympics Triathlon
- Synchronized swimming
- Pompano Beach Aquatic Center
- Houston/Sworn Aquatic Center
- Aquatic Complex - Deerfield Beach Middle School

Water Polo

- Pompano Beach Aquatic Center

Water Skiing

- Ski Rixen
- Boat/equipment rentals

Land Sport Activities/Venues

Baseball/Softball

- Four Fields Complex - Pompano Beach
- Two tournament fields - Pompano Beach
- Pioneer Park - Deerfield Beach

Basketball

- Mitchell Moore Park

- McNair Park
- North Broward Park - 2 lighted and covered courts

Bicycling

- Scenic A1A
- 14th Street Causeway - Airpark Loop
- Everglades Bicycle/hiking Trail Loop 27 miles - access at Loxahatchee wildlife refuge
- Bike trails/mountain bike paths - Quiet Waters County Park
- Bike paths - Tradewinds and Quiet Waters County Parks
- Broward County Metropolitan Planning Council Bicycle Suitability Map

Bocce Ball

- Founders Park - Pompano Beach

Bowling

- Diamond Strike Pompano Bowl

Canine Recreation

- Canine Corner - Pompano Beach
- Annual Dog Day in the Park - Lighthouse Point

Equestrian Recreation and Gaming

- Sand and Spurs - Pompano Beach
- Tradewinds County Park
- Harness Racing at Pompano Park

Fencing

- Emma Lou Olson Center - Pompano Beach

Frisbee

- North Broward Park

Golf

- Pompano Beach Municipal Golf Course
- Palm Aire - 4 courses - Pompano Beach
- Deer Creek Golf Club - Deerfield Beach
- Deerfield County Club
- Hillsboro Pines Golf Club at Century Village

Ice Hockey

- Glacier Ice and Snow Arena - Pompano Beach/Lighthouse Point

Jogging

- Track around airpark
- various park locations

Racquetball

- Apollo Park - Pompano Beach
- Norwood Pines - Pompano Beach
- Frank McDonough Park - Lighthouse Point
- Future Palm Aire Park

Rugby

- Tradewinds County Park

Shuffleboard including tournaments

- McNab Park - Pompano Beach

Soccer/Football

- Tradewinds County Park
- Dan Witt Park - Lighthouse Point
- Football fields at McNair Park, M/M Park, North Broward Park, Community Park
- The Futbol Club - New indoor soccer business in Pompano Beach
- Semi-Professional Football - Yellowtails, Pompano Beach

Tennis

- Pompano Beach Tennis Center
- Palm Aire Tennis
- Deerfield Beach Tennis Center
- Deer Creek Tennis Center
- Pioneer Park - Deerfield Beach

Volleyball

- Mitchell Moore Recreation Center - Pompano Beach
- Community Park - Pompano Beach
- Public Beach - Pompano Beach and Deerfield Beach
- Dan Witt Park - Lighthouse Point
- Tradewinds County Park
- Broward College - North Campus

Sporting Tournaments/Events

- Sunshine State Games Water Polo Championships
- Various HS, USA Swim Meets
- NFL Alumni Golf Tournament
- Bud Light Beach Volleyball Tournament
- 15th Annual Pompano Beach Junior Golf Classis
- Women's Professional Volleyball Association - Deerfield Beach

OBJECTIVES

- Position Pompano Beach and NE Broward County as an outstanding destination for water sports activities
- Position Pompano Beach and NE Broward County with sports leaders to generate interest and produce sports tourism business in the area

STRATEGIES

- Inventory existing local businesses (in progress) ***Refer to Appendix G***
- Establish a Sports Committee comprised of NE Broward Partners in cooperation with the CVB Sports Marketing Team
- Build relationships with local, national and international event organizers to secure sports business in the NE Broward County area
- Work with other cities for overflow sports events
- Build a database that includes sports groups that can effectively impact our destination
- Target audiences of Amateur/Collegiate professional leagues and associations
- Focus on sports businesses and events that generate summer business
- Create destination awareness through sport editorial coverage
- Host site visits for groups in the sporting industry
- Promote the destination through various methods such as direct mail and new client contacts etc
- Maintain a sport calendar in coordination with the CVB
- Identify unique events and products to attract media visitors and attendees
- Promote the Pompano Beach area as an ideal destination to host various types of sporting events
- Promote and maintain "Blue Wave" beach designation

Cultural/Heritage Tourism

Pompano Beach has a rich agricultural and maritime heritage as well as a culturally diverse population. However, development of the cultural arts and cultural tourism in NE Broward has been slow compared to other areas of

the county. The library system and programming at various community centers provide the main cultural venues in NE Broward County. ***Refer to Appendix H-1***

It is worth noting that within Broward County, 5,660 arts related businesses employ 20,918 people, representing a growth of 36% and 12% respectively in the last three years. Cultural Tourism strengthens our economy and provides great benefits to residents, their visiting friends and relatives and other vacationers who desire to participate in cultural activities, even though it is not generally the primary purpose of their visit.

Cultural Tourism is becoming a major focus in tourism marketing at both the state and county levels. As pointed out in the "Tourism Overview and Assessment", Visit Florida is providing grants for their local partners to promote cultural/heritage tourism in addition to ecotourism. Broward County Cultural Division also provides some grant funding through bed tax dollars for local Cultural Tourism initiatives that promote hotel stays, particularly in the off-season.

With the designation of SR A1A throughout Broward County as a scenic highway, opportunities and obligations to maintain, enhance and promote cultural and heritage assets along the corridor require positive actions. For example, the Beach Branch Library within the ECRA is the only existing cultural facility on the 7.5-mile section of the corridor from the southern city limits of Pompano Beach to the northern city limits of Deerfield Beach and that accounts for one-third of the entire 23 miles of designated highway.

Within the NW CRA, plans are currently being developed for the new library to replace the Pompano Beach Branch with consideration for additional cultural amenities in this Civic Commons area next to City Hall. The MLK/Hammondville Road corridor has a rich heritage that is being protected, enhanced and promoted through targeted initiatives. A key cultural asset in this area is the Ely Educational Museum.

All of this amounts to good news for the residents, their visiting friends and relatives and other tourists seeking activities in addition to beach time, sports, gaming and shopping.

Lead Team Members: Mark Beaudreau, Sandy Von Staden, and Floyd Johnson

Assets and Activities

Main Venues

- Pompano Beach Amphitheater
- Emma Lou Olson Civic Center
- E. Pat Larkins Community Center
- Herb Skolnick Community Center
- Omni Auditorium - Broward College North Campus
- North Broward Regional Library Auditorium - Broward County on Broward College North Campus

Events - Public Sector

- Yuletide on Atlantic
- 48th Annual Holiday Boat Parade - along the intracoastal thru Pompano Beach, Hillsboro Beach, Lighthouse Point and Deerfield Beach
- MLK Annual Parade and Celebration - Pompano Beach and Deerfield Beach
- 21st Annual Nautical Flea Market - Pompano Beach and Lighthouse Point
- 16th Annual Children in the Arts Piano Competition
- 27th Annual Pompano Beach Seafood Festival
- Memorial Day Parade and Ceremony
- 4th of July Fireworks Extravaganza
- Green Market - Pompano Beach Historical Society and CRA
- Keeper Days - Lighthouse Point
- Classic Car Show - Lighthouse Point

- 30th Annual Festival of the Arts - Deerfield Beach
- Founder's Days - Deerfield Beach
- Annual Renaissance Festival at Quiet Waters Park - Broward County
- July 4 Celebration - Deerfield Beach
- Festival of Lights at Tradewinds Park – Broward County

Events - Not-for-Profit and Business

- Art on the Blvd - Greight Spaces
- The Spire Series - First Presbyterian Church
- St Coleman's 26th Annual Italian Festival
- San Isidro Cultural Festival
- Tiger Trail Festival
- Art Night Pompano at Citi-Center - Artistic Productions
- Promotional Events - My Own Cruising Journal Shop/Art Gallery
- Pompano Beach Boat Parade – Chamber of Commerce
- Mango Festival – Deerfield Beach

Cultural Arts Programming - City of Pompano Beach Parks and Recreation

- Winter Concert Series at Emma Lou Olson Center
- Concerts and Shows at the Skolnick Center
- Curtain Call Playhouse Broadway Theater Series, Drama Workshops
- Piano Lessons
- Ballroom, Line and tap Dancing for Adults
- Ballet, tap and Hip Hop for Children - Olson Center
- Art Exhibits at the Skolnick and Larkin Centers
- Cultural Arts Classes /Workshops - Drawing, Painting, Watercolor, Fine Arts, Quilting, Writing
- Summer Music and Movies Under the Stars
- Concerts at the Amphitheater

Cultural and Historic Sites

- Butterfly World - Tradewinds County Parks (see ecotourism)
- Centennial Park - Sample-McDougald House
- Ely Educational Museum
- Founders Park and Museum - Home of the Pompano Beach Historical Society
- Hillsboro Inlet Park - Lighthouse view
- Indian Mound Park
- SS Copenhagen State of Fla underwater Archaeological Preserve (see ecotourism)
- Old Pompano Neighborhood Walking Tour - Pompano Beach Historic Preservation Advisory Board and the City of Pompano Beach
- South Florida Railway Museum - Deerfield Beach
- The Butler House and Museum - Home of the Deerfield Beach Historical Society
- Cap's Place - National Historic register
- The Hillsboro Lighthouse

Public Libraries

- Beach Branch
- Jan Moran Collier City Learning Library
- Northwest Branch
- Pompano Beach Branch
- Century Plaza in Deerfield Beach
- Deerfield Beach Percy White

- North Regional/BC Library On Campus of Broward College
- City of Lighthouse Point Library

OBJECTIVES

- Develop infrastructure to support cultural programming consistent with our destination presence
- Promote our area as an authentic destination and a marketplace of diverse communities
- Create more volume and higher quality cultural/entertainment events on an annual basis, with attention to shoulder and off-season business
- Focus cultural/entertainment programming as a compliment to our primary destination appeal
- Form a strong partnership between the City and the Broward County Cultural Division and Library Division and ensure local representation on County advisory boards
- Partner with Cities of Deerfield Beach, Lighthouse Point and Hillsboro Beach on cultural programming and events (i.e. Boat Parade) as well as coordinate scheduling to maximize attendance and success
- Partner with local artists and not-for-profit organizations to create opportunities for the arts including identifying specific art and cultural entities as targeted businesses (which will make Pompano Beach more attractive to residents as well as visitors)
- Promote and maintain our cultural heritage assets

STRATEGIES

- Incorporate cultural heritage (Hillsboro Lighthouse Museum space) into a replacement facility for the beach branch library that also includes the community center; with programming that supports not only the needs of the residents but also promotes cultural tourism, ecotourism and sports tourism. **Refer to Appendix H -2, H-3** and similar facility within the City of Hollywood depicted in **Appendix H-5** map
- Consider venue for performing arts (i.e. raked auditorium for music, dance, theater) incorporated into planning and construction of the new Pompano Beach Branch Library to be relocated from Atlantic Blvd/NE 13th Street to the Civic Commons Area within the NWCRA, east of City Hall. **Refer to Appendix H-4** and similar facilities within the City of Hollywood depicted in **Appendix H-5** map
- Cities of Pompano Beach, Hillsboro Beach and Deerfield Beach and CRAs collaborate with hotels in order to seek funding from Broward County Cultural Division (offered via bed tax revenues) for a Cultural Tourism Grant to develop a signature recurring annual event that will increase hotel occupancy in NE Broward County in the shoulder/off season.
- City of Pompano Beach and Chamber of Commerce to partner on application for Cultural Heritage Tourism grant funding through Visit Florida
- Implement a Public Art and Design Ordinance in Pompano Beach providing for art allocation, funding, public/private partnerships etc. (similar to those implemented by Broward County Government and several municipalities in Broward County) to enrich the visitor experience
- Enhance the beauty and cultural significance of Pompano Beach Scenic A1A designation, pursuant to the Corridor Plan, by commissioning an artist's depiction of our local history (i.e. the barefoot mailman etc.) in a mural along the portion of the Hillsboro Inlet bridge underpass connecting Hillsboro Inlet Park and the Marina (i.e. highlights the 3 mile walking experience commencing at historic Indian Mound Park and ending at Hillsboro Inlet Park, the prime viewing site of the historic lighthouse)
- Create a welcoming and appealing appearance of public buildings through artistic elements around the City and within both East and NW CRAS; emphasize areas most impressionable to visitors (i.e. City Hall, the Atlantic Blvd Bridge Tender House, Public Libraries etc.)
- Parks and Recreation Department to improve the current function and appearance of McNab Park through façade improvements and the introduction of artistic elements. Program cultural activities in this underutilized facility compatible with the current shuffleboard club program such as theatrical rehearsal space (currently offered) Cultural Arts Committee Meetings, art workshops (i.e. photography, scrap booking, watercolor etc) targeted to visitors as well as residents.

- Parks and Recreation Department/Cultural Arts Committee/Public Communications Office develop a semi-annual Cultural Calendar Brochure for residents and visitors with distribution to include the libraries, community centers, local hotels and businesses etc. (completed)
- Ensure that City/CRA cultural events and programming are included in the Broward County arts calendar and CVB publications.
- Improve the structure and functioning of the Cultural Arts Committee including interaction with the Broward County Cultural Division and Cultural Arts Committees in other municipalities; include a focus on Cultural Tourism
- CRA to fund an artist co-op in a vacant space in Old Pompano that will attract visitors
- CRA and Historical Society to expand the Green market to include local musical and visual artists that will attract visitors; include historic walking tours during Green Market hours
- Ensure that City elected officials, the Cultural Arts Committee, the Historic Preservation Committee, the CRA and members of the cultural arts community are well informed regarding the Broward County 2020 Cultural Arts Plan and the opportunities/implications therein
- Enhance and maintain the Amphitheater facilities to provide better protection from the elements; negotiate more favorable contract with entertainment provider to obtain improved quality, quantity and diversity of programming in order to attract more residents and visitors
- Attract and support local arts businesses (see Leisure Activities/Shopping and Marketing Sections)

Potential Budget Sources: City Capital Improvement and Parks & Recreation Budgets, Herb Skolnick Cultural Arts Foundation, East and NW CRAs, Grants, Private Sponsorships, Fees

Other Leisure Activities

Pompano Beach and NE Broward County offer a wide range of leisure activity choices in addition to all the activities enumerated in other sections of the Action Plan. As stated in the “Tourism Overview and Assessment”, restaurants range from small family run diners to premier dining at Café Maxx and Farradays; and also include a few waterfront establishments. The 229 restaurants in Pompano Beach demonstrate the diversity of choices and locations available to both residents and visitors. **Refer to Appendix I.** When restaurants in the neighboring NE municipalities are factored in, visitors have much more options including seafood and waterfront dining such as Docksidiers, Cap's Place, Wahoo Grill, Fin & Claw, Bonefish Macs, the Cove, JB's on the Beach and Oceans 234.

Pompano Beach is centrally located to the best of all South Florida shopping experiences, whether it's at the big box stores, malls, high-end boutique districts or outlet shopping. Much of that shopping can be found within the city limits and the NE Broward area or within a reasonable drive North and South for trendy boutique districts and large shopping malls. Shopping is one of the top reasons, after beaches that international visitors choose to come to South Florida. Clothing, household goods and electronics are a bargain here, by most standards. The large Brazilian population in Pompano Beach naturally draws visiting friends and family from Brazil who stock up on needs each time they are here.

Box stores are especially popular with visitors from the Caribbean islands and South America, who often do mass buying for resale in their home countries. The malls, outlet and boutique shopping appeal strongest to Europeans and Asians. Shopping for real estate is popular with both international and domestic visitors. Domestic visitors also enjoy beach/souvenir shops, as well as antique, art, luxury car and boat shopping. There is an abundant supply of real estate offices to assist tourists who are condo or house shopping.

Sightseeing, day spas, movie theaters and health/fitness centers round out the vacationer's itinerary.

Objectives and strategies address new development, redevelopment and enhancements to current inventory as well as future visitor transportation services. Several initiatives are currently underway within the CRAs and need to be targeted in other key areas of the City. (Refer to Marketing and other sections of the Action Plan for additional descriptions and details)

Lead Team Members - Rob Wyre, Elaine Fitzgerald, Ric Green, Robin Bird

Shopping Venues

Box Stores

- Wall mart and Super Wal-Mart - Pompano Beach
- Kmart - Pompano Beach
- Target - Deerfield Beach

Shopping Malls and Strip Locations

- Pompano CitiCentre - Macy's Sears, JC Penney, Pier I, Lowe's, Ross, boutiques
- Festival Flea Market Mall - Pompano Beach
- Pompano Marketplace - Steinmart, Bealls Outlet
- Shoppes at Beacon Light - My Own Cruising Journal, Body and Soul Boutique- Lighthouse Point
- The Cove Shopping Center - Deerfield Beach
- Hillsboro Square - Deerfield Beach

Other Brand Stores

- Bealls, *Live the Florida Lifestyle* - Deerfield Beach
- Bealls Outlet - 2 locations in Pompano Beach
- Marshalls - Pompano Beach
- TJMaxx - Lighthouse Point

Antique Shops

- Sugar Chest Antique Mall - Pompano Beach
- Hillsboro Antique Mall at Festival Flea Market Mall - Pompano Beach
- Carousel Antiques - Pompano Beach

Automotive

- Porsche Dealership - Pompano Beach
- Auto Toy Store "row" - South Federal Highway, Pompano Beach

Boat/Yacht

- Marina 'row" - South Federal Highway, Pompano Beach
- KMC Marine - Lighthouse Point
- Marina One - Deerfield Beach

Souvenirs and Sundries

- T-shirts etc- Pompano Beach Blvd area
- T-shirts etc - A1A in Deerfield Beach
- Walgreen Pharmacies - Pompano Beach, Deerfield Beach
- CVS Pharmacies - Pompano Beach, Deerfield Beach

Local Produce and Specialty Items

- Green Market - Pompano Beach (Saturdays)
- Green Market - Deerfield Beach (Sundays)

Gaming/Nightlife Assets

- Isle Casino and Racing at Pompano Park
- Bars in beach areas (including in accommodations such as Lighthouse Cove, Ocean Point and Beachcomber in Pompano Beach and accommodations/restaurants in Deerfield Beach accommodations)
- Sports Bars - Pompano Beach, Lighthouse Point, Deerfield Beach

Concerts/Movie Venues

- Pompano Beach Amphitheater
- Muvico 18 - Pompano Beach

- Deerfield Mall (movie theater) - Deerfield Beach
- Deerfield Cinema 5 - Deerfield Beach
- Cultural Calendar - Pompano Beach (See Cultural/Heritage Tourism Section)

Sightseeing and Transportation

- Goodyear Blimp tours including watching takeoffs/landings at Pompano Airpark (or view the blimp in the sky from a beach chair – rides not available)
- Tours of Hillsboro Lighthouse
- Variety of car, motorcycle/moped and bike rentals businesses (SR A1A Scenic Highway)
- Community Bus Service - Pompano Beach, Hillsboro Beach, Lighthouse Point, Deerfield Beach
- Pompano Beach Municipal Airpark
- Variety of car, motorcycle and bike rentals businesses (SR A1A Scenic Highway)

OBJECTIVES

- Increase the number of domestic and international visitors by promoting the opportunities for beach AND other leisure activities
- Position Pompano Beach as a central location for all shopping needs for quality and value
- Increase the number of waterfront dining options in Pompano Beach including upscale venues
- Provide convenient and "fun" transportation along the main corridors (See Physical Environment
- Further develop the casino/horse racing site pursuant to the Isle's approved land use plan
- Provide a safe and secure environment for the visiting public along with a positive image and reputation

STRATEGIES

- Assist new specialty shops to locate in empty strip shopping plazas and Pompano CitiCenter
- Seek to fill empty space in the Plaza at Oceanside
- Encourage beach-appropriate boutiques and restaurants at pier development
- Consider beverage and specialty shopping kiosks along the pier or beachfront sidewalks
- Encourage "destination" shopping development from private sector (example Outdoor World etc)
- Consider a hotel site near Pompano CitiCentre
- Chamber of Commerce to develop a shopping guide for their website
- Encourage ethnic and specialty restaurants and outdoor cafes to locate near shops to create shopping "destinations" and extend time spent in the shopping area
- Encourage pedestrian friendly access to shops and restaurants (wide sidewalks, shaded overhangs etc)
- Encourage Public Art program around shops and restaurants
- CRA to launch East Village Uncorked to promote featured specialty merchants and restaurants
- Promote art festivals or other special events in shopping/dining areas
- Consider parking meter exemption programs near shops/restaurants
- Create Chamber retail discount program for visitors
- Create shopping destination awareness through editorial coverage
- Consider partnering with the Isle in locating outdoor special events on their site
- Assist Isle in promotion of their unique features such as smoke free environment and great assortment of restaurants
- Consider movie theater promotions, discounts for hotel guests, visiting friends and relatives
- Promote bus service from beach-area hotels to Pompano's various shopping areas (CitiCentre, Federal Hwy, Publix)
- Bring Air Show back to Airpark including aircraft exhibits
- Consider Helicopter Tours at Airpark (such as in Boca Raton, Miami and Ft. Lauderdale)

- Consider future trolley service along the Atlantic corridor from "Island to Isle" (Atlantic Blvd from beach terminus to Isle Casino and Palm Aire), NE Broward A1A corridor (7.5 miles - Pompano Beach, Hillsboro Beach and Deerfield Beach), and Federal Highway
- Consider future water taxi service in the NE Broward County Area; **Refer Appendix D-2** (map)
- Enact security measures, where needed, to ensure the safety of visitors

Branding and Way finding

The CRA has taken the lead role in a citywide branding initiative that is taking place concurrently with the tourism strategic planning process. The issue of branding was highlighted in the "Tourism Overview and Assessment: because of its far-reaching implications in the tourism industry; namely, the emotional tug that destination and tourism hope to ignite, particularly in a competitive industry with a vast number of choices for tourists.

Since the strategic planning process includes adherence to core values, authenticity, strategic alignment, outreach to stakeholders and an expanded inventory of assets and amenities, several TSPT members also serve on the Branding Committee that was established in September, 2010 by the CRA to work closely with the branding consultants.

Brand Positioning and Brand Personality

TSPT members are providing input to ensure that the City's overall brand positioning, while being authentic and unique to Pompano Beach, is compatible with the brand positioning and brand personality developed and used by the Greater Fort Lauderdale Convention and Visitors Bureau to market and advertise Broward County, including Pompano Beach, as a unique and appealing tourist destination; specifically "*Greater Fort Lauderdale, where casual meets upscale, is a year round destination with a genuine vibe that revolves around its water culture*"(positioning). The destination brand personality is *carefree, refreshing, active, vibrant, entertaining and sunny i.e. sunny weather, beaches, and attitude.*"

The CVB "Playbook" describes our NE Broward Municipalities as follows:

- Pompano Beach - *Try surfing, diving, boating and championship golf. And with a name like Pompano, the fishing has to be good.*
- Deerfield Beach - *Beachfront eateries, free surfing lessons and scenic views from the pier make Deerfield Beach an all-ages favorite.*
- Hillsboro Beach - *Tour the brightest lighthouse on the eastern seaboard or experience the calm of the sea turtle nesting season.*

Way finding

For visitors arriving in Pompano Beach, there is no clear location to obtain visitor information. In addition, when entering the city from either the interstate, turnpike or other corridors, there is no clear signage or way finding to guide people to destinations or even identify Pompano Beach as a possible destination choice/stop, resulting in bypassing our city altogether. It was noted that even in public buildings there is little to no signs of welcoming visitors to the City. This also applies to the Sample Road Turnpike/I-95 Exits, Hammondville Road/MLK exits, as well as the Copans Road I-95 exit. It is noted that Copans Road is the north boundary of the NW CRA, and Copans/Federal is the location of Citi-Center. Sample is the location of Festival Flea Market Mall.

Lead TSPT members: Kim Briesemeister, Jeanine Parisi, Sandra King, Tom DiGiorgio, Ric Green, Elaine Fitzgerald, Sandy Von Staden

OBJECTIVES

- Create an authentic, appealing brand for Pompano Beach that is compatible with attracting visitors and promoting the City as a favorable location for business activity, including tourism industry businesses
- Create a welcoming environment throughout the City
- Ensure visitors can navigate around the City and easily find destinations

STRATEGIES

- Evaluate strengths, weaknesses, perceptions and opportunities from a city-wide brand perspective
- Conduct brand imprint work sessions
- Distill the brand
- Recommend a Brand Promise
- Research competitive brand identities (local, state and national)
- Propose a branding identity design
- Apply across touch points
- Engage in Brand Culturalization
- Create a way finding program that includes directional signage and welcoming elements
- Clearly mark and identify key areas and amenities within the City
- Remove or change negative signage in and around public buildings

Responsibility/Funding: CRA

Marketing and Public Relations

As stated earlier, effective tourism promotion requires high levels of skill to respond to increasingly sophisticated market needs. Therefore, marketing and promotion is best fulfilled through strong partnerships. Joint working relationships help minimize duplication of activity at the City, County, and State levels; specifically between the City of Pompano Beach, the Greater Fort Lauderdale Convention and Visitors Bureau (CVB), and Visit Florida. Since tourists do not recognize municipal boundaries, the CVB promotes an overall brand, which relates to the needs of target markets and the assets, amenities and activities within the county (See Branding Section). Since it is also a large geographic area, the CVB provides some differentiation between cities and sections of the county, i.e. North, Central and South, and coastal versus inland areas. Likewise, Visit Florida markets the entire state but also focuses on geographic regions within the state such as South Florida. It is critical that Pompano Beach is strategically aligned with these marketing partners.

Tourists have information needs that must to be effectively met prior to, during and after their visits. Visitor Information Centers and the Internet are both powerful and essential tools for the industry. Marketing through the use of web cams and you-tube videos, facebook, twitter etc are also great tools. However, for visitors arriving in Pompano Beach, there is no clear location to obtain visitor information. In addition to seeking out information at their lodging, tourists frequent the Beach Branch Library. They come to this library in search of general information and to read various publications. They also use the library computer to search the Internet, communicate with family and friends, and print their airline tickets. Many of these visitors are international travelers, diverse in age and language spoken. Information about Chamber of Commerce tourism related businesses may also be obtained at the Chamber of Commerce Office.

In addition, there is a plethora of market materials and brochures promoting local businesses and municipal amenities within the City and NE Broward including hotels, shopping venues, fishing and diving, special events, parks and recreation offerings, rentals of cars, motorcycles, boats, bicycles and water sports equipment and more. A local user friendly Visitor's Guide needs to be developed and contain the information in one "handy" publication. Advertising in key travel publications is also an important tool for exposure in the competitive tourism industry.

The development of these resources including Visitor Information Center, local Visitors Guide, and effective

utilization of the Internet is a priority that requires collaboration and coordination among members of the tourism network. Managing public relations, including press releases and positive exposure in the media, requires the same high level of cooperation and coordination.

Lead Team Members: Jeanine Parisi, Sandra King, Ric Green, Elaine Fitzgerald, Sandy Von Staden

Primary assets and market characteristics

- Pristine natural resources
- Outstanding central location
- Fishing and diving - BEST location, inlet (even our city name is a fish)
- Well-known kite boarding beach location
- Blue wave beaches
- Rich cultural heritage and historic lighthouse
- Home of the Goodyear blimp
- Exciting casino (only one smoke-free) and unique outdoor horseracing venue
- Diverse and excellent food and beverage choices
- Diverse local population - age, race, ethnicity, geographic backgrounds
- Distinctive special events - Seafood Festival, Boat Parade, Fishing Rodeo, Nautical Flea Market, Green Market, Shell Show
- Venues and activities oriented to outdoor "fresh air" settings
- Family oriented
- Affordable, relaxing, intimate environment

Positioning Options

- Ecotourism
- Sports Tourism -events and assets
- Cultural Tourism
- Family events - reunions, celebrations
- Destination Weddings

Target Markets

- Visiting Friends and Relatives
- The Northeast USA
- Canada
- UK
- South America - Brazil etc.
- Within Florida
- Within the area - day trippers

Publications

Visit FLORIDA (in addition to web site visitflorida.com)

- Unleash your FLORIDA Side
- Numerous other publications and publication sponsorships

Convention and Visitors Bureau Publications (in addition to web site sunny.org)

Greater Fort Lauderdale:

- "revealed"
- 2011 Visitors Guide and Map
- Multicultural Visitors Guide
- Superior Small Lodgings 2011

- Meetings with A View
- Golf Guide
- Sports Venue Guide
- Playbook
- Tourists, you gotta love 'em

Other Local and Regional Publications

- TRAVELHOST Greater Fort Lauderdale/Hollywood
- TRAVELHOST Discover
- TRAVELHOST Marine Concierge Waterway Map
- TRAVELHOST Elite Dining & Shopping Guide
- SEE South Florida - An insider's Guide
- Great Locations - Greater Fort Lauderdale/South Florida
- Florida Attractions Association - Official Guide Map to Florida
- Visimap - Fort Lauderdale & Palm Beaches Visitor's Map and Guide
- South Florida 2010 Golf Map

Local Municipal and Chamber Publications

- Tradewinds of Pompano Beach including Sun and Fun Guide - published twice a year by the City of Pompano Beach
- City of Pompano Beach, Florida 2008-2009 Street Map and Resource Guide
- Cultural Calendar – Published twice a year by City of Pompano Beach Parks and Recreation Department in collaboration with the Cultural Arts Committee
- Old Pompano Neighborhood Walking Tour- City of Pompano Beach in cooperation with the Historical Preservation Advisory Board
- Recreate - published three times a year by Deerfield Beach Parks and Recreation
- Lighthouse Points Newsletter - published monthly by the City of Lighthouse Point
- Membership Directory - published annually by the Pompano Beach Chamber of Commerce
- The Navigator – business directory published by the Lighthouse Point Chamber of Commerce
- Membership Directory – Deerfield Beach Chamber of Commerce (on-line)

OBJECTIVES

- Maximize positive exposure through CVB and Visit Florida
- Ensure that the City/CRA marketing plan is aligned with the CVB plan
- Promote a positive image of Pompano Beach to visitors
- Establish a tourism marketing network in NE Broward County
- Secure the support of residents for a vibrant, sustainable local tourism industry

STRATEGIES

- City and CRA establish and maintain partnership with Visit Florida
- City coordinates closely with CVB to receive maximum exposure in publications
- City and Chamber work closely to ensure that Pompano Beach is represented on the CVB Marketing Advisory Committee and the Tourist Development Council
- City and Chamber of Commerce seek grant funding through Visit Florida for marketing, image development and tourism education available specifically for the areas of cultural heritage and nature tourism.
- Chamber of Commerce establish and maintain partnership with Visit Florida and encourage their members to take advantage of partnership opportunities to efficiently maximize their exposure
- Chamber of Commerce encourage their business members to work closely with the CVB to maximize exposure of their businesses

- Locate a tourism Visitor Information Center in the ECRA along the Scenic A1A corridor area (between beach and Intracoastal Waterway) incorporated into the replacement facility for the library along with community center and museum display of Hillsboro Lighthouse Preservation Society; tourist amenities to include ongoing video images and information, access to computers, help desk etc. **Refer to Appendices H-2 and H-3**
- City operates Visitor Center 7 days a week, staffed with volunteers including students from hospitality programs in local colleges, residents, members of local organizations including the Hillsboro Lighthouse Preservations Society, Friends of the Library etc with supervision by Parks and Recreation Department community center personnel.
- Chamber of Commerce to participate with the City in training volunteers to staff the Visitor Information Center
- Locate a small visitor kiosk at the Atlantic Blvd terminus area to be staffed during peak beach hours and special events
- Chamber of Commerce to work with their members to install electronic visitor information kiosks in select locations (i.e. Citi-Center, Festival Flea Market Mall, Shoppes at Beacon Light etc)
- City to upgrade and maintain their on-line visitor information guide
- Chamber of Commerce provide linkage to City of Pompano Beach on-line visitor information guide from their website
- Chamber of Commerce work with beach hotel property to install and maintain a functioning web cam to be available on the CVB, City, and Chamber web sites
- City to consider installing a web cam on public site that showcases our primary assets
- City Public Communications Director to manage the content and flow of City information to the CVB, Visit Florida and the visiting public including press releases and media coverage
- Chamber of Commerce work with the City and the tourism industry in their promotion, outreach and public relations networking activities and programs to obtain positive media coverage for the business community and to promote a positive image of the City of Pompano Beach
- City, CRA and the business community, including the Chamber initiate and promote events that attract tourists as well as residents including expansion of the boat parade to a NE Broward Network Event
- City to coordinate with the Economic Development Council, CRA, and Chamber to form the NE Broward County Tourism Network (name for temporary identification purposes) comprised of the key stakeholders identified in the Tourism m Network diagram. **Refer to Appendix A**

Proposed Organizational Structure

In looking to the future, it is important to have structures in place to not only accomplish the objectives and strategies described in the Action Plan in a productive, cost effective way, but also to ensure that a sustainable tourism industry will be an integral part of a healthy, prosperous local economy for years to come.

Tourism Planning and Development

Current Resources

The Pompano Beach Economic Development Council (EDC) is a public/private partnership between the City of Pompano Beach and the Greater Pompano Beach Chamber of Commerce that was established as a joint effort to improve the economic well-being and maintain an outstanding quality of life in South Florida. The EDC membership is comprised of local business leaders and city officials. *"The principal purpose of the EDC is the planning, encouragement, support and promotion of economic development and growth of the local economy. This is accomplished by promoting and encouraging the attraction of new business and industries to the city, supporting the retention and expansion of existing business and industries within the City to increase the tax base, increase local employment and improve the general welfare, prosperity and quality of life for the benefit of the residents of Pompano Beach."*

Within the City of Pompano Beach Development Services Department, a Planner is assigned to serve as staff liaison to the Economic Development Council, works with other local planning organizations and, to a limited extent, with the Chamber of Commerce in providing economic data and promoting business development within the City. The Chamber's stated mission is to provide a forum and effective voice for the business community that is accomplished primarily through networking among members, disseminating information and promoting civic events; they also declare their mission to be the defender of the free enterprise system. This is also the primary function the Chamber's Tourism Development Task Force.

It should be noted that the City established a job classification of Economic Development Coordinator in 1999; however, that position classification has not been utilized for several years. In 2007, the job classification of Assistant City Manager was created with two major areas of responsibility; namely, Administrative Services and Community Services, which includes assisting the City Manager with economic development and redevelopment efforts that are primarily focused in the area of community development and redevelopment.

In 2009, the City Commission/CRA Board hired RMA consultants to manage both the Northwest and East Districts of the Community Redevelopment Agency. As indicated in this report, a significant portion of the City that is also ripe for tourism development lies outside the CRA boundaries.

The initial effort to focus on the local tourism industry, and specifically Tourism Planning, was the SWOT analysis contained in the 2010 "Tourism Overview and Assessment". As stated in the Preface, this report, prepared by the EDC Tourism Strategic Planning Team (TSPT), represents the next step in an ongoing tourism planning and implementation process for the City of Pompano Beach. A structure needs to be in place to continue this work.

Recommendation

To establish a Tourism Planning and Development Committee of the EDC comprised of eight or nine (8-9) members as follows:

- Two -three (2-3) members of the EDC to include Chair or Vice Chair, and a member who operates a tourism business within the City and holds a leadership position in the Chamber of Commerce
- Two (2) members of CRA Management staff
- Two (2) members of City staff
- One (1) City Tourism Manager (refer to Tourism Management Section below)
- One (1) Community Advisor on Sustainable Tourism (refer to Tourism Management Section below)

Tourism Marketing and Public Relations

Current Resources

Marketing and branding the Greater Fort Lauderdale Area, including Pompano Beach, as a tourism destination has been handled almost exclusively by the Greater Fort Lauderdale Convention and Visitors Bureau, funded by the local bed tax. Although Pompano Beach is ranked 6th in overall bed tax contributions, the City of Pompano Beach does not figure prominently in any of the marketing initiatives or materials. Area tourism businesses, particularly accommodations, along with a few dive shops and restaurants have established good working relationships with the CVB. These businesses market their own product/services through their websites, brochures, and advertising in travel publications. Several businesses also have established partnership relationships with Visit Florida.

The City of Pompano Beach Public Communications Office maintains an on-line visitor's guide with links to the CVB and the City is currently a member of Visit Florida. Marketing of City sponsored events and activities of interest to visitors are primarily handed through the Special Events Section of Parks and Recreation in cooperation with the Public Communications Office or the City Department handling the event.

In addition, the CRA has recently hired a Marketing Director to promote businesses within the CRA as well as business development through various incentive programs, and to manage a citywide branding initiative.

The Chamber of Commerce, as a service to their members, provides a separate section of their website for "visitors" that lists Chamber members who operate accommodations, restaurants, and recreational/leisure businesses. The Chamber also has an established relationship with the CVB and Visit Florida, primarily through a member of the Chamber's Board of Director's (and EDC member) who owns and operates superior small lodgings in Pompano Beach, possesses a background in journalism and public relations, and has dedicated interest in Pompano Beach tourism. The Chamber also has a committee called the "Tourism Development Task Force" that functions primarily as a networking and business advocacy group.

The City of Pompano Beach Public Communications Director is responsible for public relations including furnishing the media with information concerning the City and is also responsible for the City's overall public relations function and maintenance of the website. The Director works closely with City staff, the community and business organizations, including the Chamber of Commerce, to provide accurate, up to date information to the public.

There is no dedicated focus on Tourism Marketing and Public Relations in Pompano Beach or Northeast Broward County. This area has NO representation on the CVB nine (9) member Tourism Development Council or on the twenty-four (24) member CVB Marketing Advisory Committee. These two groups serve as advisors to the CVB with representatives from the public and private sectors in cities such as Fort Lauderdale, Hollywood, Lauderhill, Pembroke Pines, Miramar, and Sunrise.

Recommendation

To create a NE Broward County Tourism Network (official name TBD) to expand private business, not-for-profit and public sector partnerships within the City of Pompano Beach and throughout the neighboring municipalities of Deerfield Beach, Hillsboro Beach, Lighthouse Point, and specific Broward County areas; as well as including

other partners depicted on the diagram contained in the Framework Section and cited in **Appendix A** (See also Marketing and Public Relations Section of the Action Plan). Establishment of this volunteer, quality-based network is intended to create greater visibility and more efficient use of resources in our tourism marketing and collaborative efforts, particularly as it relates to getting more exposure for our bed tax dollars from the CVB. It will be the responsibility of the City of Pompano Beach and the EDC to take the lead in establishing the Network.

Examples of Key initiatives for the Network include:

- Coordinate National Tourism Week Events with involvement of local residents and businesses
- Publish a NE Broward County Visitor Guide
- Establish a Sports Committee in cooperation with the CVB Sports Development Staff
- Reposition the Holiday Boat Parade as a NE Broward County event with active participation by all four municipalities within the parade route
- Coordinate major event schedules to maximize attendance at each local event
- Partner on special events and initiatives (i.e. an A1A marathon etc)
- Combine resources for advertising NE Broward County in travel publications
- Share information through web site links
- Market NE Broward County as a destination for Ecotourism, Sports Tourism and Cultural/Heritage Tourism
- Explore possibilities for Water Taxi Service in NE Broward County
- Serve as the "voice" for NE Broward County with the CVB and Visit Florida

Tourism Management

Current Resources

There is no organizational structure, function, or position to manage Tourism Planning, Development, Marketing and Public Relations in Pompano Beach.

Recommendation #1

To create the Office of Tourism within the City of Pompano Beach with one (1) full-time paid position of Tourism Manager.

General Description

This is responsible administrative and professional work managing and coordinating tourism planning, development, marketing and public relations for the City of Pompano Beach. Work is performed under the general direction of the City Manager.

Examples of essential duties include:

- Manage and lead the City of Pompano Beach tourism efforts
- Work closely with the CVB to ensure that complete, timely, accurate information about Pompano Beach is included on their web-site and in marketing publications
- Work with Development Services, the CRA, the Chamber and the entire and the business community to bring hotels and tourism businesses to the City and to assist existing businesses in promoting their products/services
- Administer Tourism Action Plan to ensure successful implementation by responsible parties
- Prepare updates and amendments to the Tourism Action Plan
- Work with the EDC and all partners in the establishment of the NE Broward County Tourism Network
- Provide professional tourism expertise and guidance to the EDC Tourism Planning and Development Committee

- Serve as a representative for the City of Pompano Beach on the CVB Marketing Advisory Committee
- Implement a citywide Tourism Marketing Plan in coordination with the CRA marketing initiatives
- Coordinate tourism advertising and public relations efforts with the Public Communications Director and the CRA staff
- Work with the Public Communications Office on improvements and updates to the on-line visitors guide and expand into other areas such as trip advisor.
- Take lead responsibility in the establishment of the City Visitor Information Center in cooperation with the economic development efforts in the East District CRA.
- Establish partnerships to develop and promote Ecotourism, Sports Tourism and Cultural Tourism and assist City Departments engaged in these efforts.
- Seek grant funding for Tourism Initiatives.
- Promote sustainable tourism practices throughout the local tourism industry

Knowledge, Abilities and Skills include:

- In depth knowledge of tourism planning, development, marketing and management principles
- Knowledge of the principles and practices of municipal and local government management and programs including ability to effectively interface at all levels of government
- Exceptional business networking experience, capability and contacts relevant to local issues/needs
- Knowledge of budgetary and financial development, administration and control
- Ability to establish and maintain effective working relationships with employees, colleagues, the business community and the general public
- Ability to prepare accurate analyses, reports and recommendations
- Knowledge of the Florida Tourism Industry including the latest trends and demographics

Qualifications include:

- Graduation from an accredited 4 year university with major coursework in tourism, economic development, marketing or related field,
- Education supplemented by extensive work experience in marketing and business development including tourism and destination marketing, or
- Equivalent combination of training and experience.

Recommendation #2

Sustainable tourism, by definition, requires committed involvement and support of local residents. Therefore, it is recommended that the City Commission, based on the recommendation of the City Manager and the Economic Development Council, appoint a volunteer Community Advisor for Sustainable Tourism.

General Description

It is the responsibility of the volunteer Community Advisor for Tourism to promote and encourage tourism in Pompano Beach and NE Broward County through working effectively with city staff, local businesses, neighboring municipalities, residents and visitors. The Community Advisor for Tourism shall engage in activities that include but are not limited to:

- Advise the City Commission, City Manager and Tourism Manager on tourism issues affecting the local community through ongoing contact and involvement within the local community
- Work with responsible parties on implementation of the Tourism Action Plan
- Assist in the establishment of the NE Broward County Tourism Network and participate as a network member

- Serve as an ex-officio member of the EDC through participation on the EDC Tourism Planning and Development Committee
- Serve as a volunteer ambassador for the City of Pompano Beach in promoting Pompano Beach and NE Broward County as an outstanding vacation destination

Qualifications include the following:

- Resident of City of Pompano Beach with extensive experience and involvement in volunteer service within the local Community and throughout Broward County
- Relevant background and experience in the public sector and local business community
- Demonstrated knowledge and ability to work effectively with private sector business, municipalities, county government, civic groups and special interests
- Experience serving in an advisory capacity for Pompano Beach as a member of a city board, committee and/or task force etc.
- Knowledge of the structure and function of the local tourism industry
- Ability to engage effectively in strategic planning and implementation
- Knowledge of local economic development issues and initiatives

In conclusion, these recommendations are based on a thorough analysis of our local needs and services that are currently fragmented or non-existent. They are designed to "pull everything together" across the spectrum of tourism planning, development, marketing and management in an efficient and cost effective manner with the net result of increased, measurable economic prosperity for the City of Pompano Beach.

Acknowledgement

The Tourism Strategic Planning Team Leader/Facilitator Sandy Von Staden and the Tourism Consultant, Alexa Von Staden, would like to express appreciation to the Economic Development Council for approving and supporting this endeavor. Based on the endorsement of the “Tourism Overview and Assessment” by the Pompano Beach City Commission, there was impetus for the City to move forward with the tourism strategic planning process. Most importantly, the leadership and support provided by Mayor Lamar Fisher, starting from the creation of the Mayor’s Stimulus Task Force through every step of this process, helped guide and focus our efforts. Preparing this document and power point presentation involved the talent and expertise of many people in addition to the outstanding participation by TSPT members.

Outreach to key stakeholders was met with enthusiasm and sharing of knowledge, experience, and insight into tourism issues including both problems and opportunities. So many individuals and groups contributed to the process and it is important to acknowledge a few in particular.

From the hotel industry, thanks to: Jack Miller, Manager of the Beachcomber Resort and Villas; Calli Waselenchuk, Ocean Point Beach Resort; Karen Karam, Owner of Ebb Tide Resort Oceanfront; Gail Farkas, Director of Sales and Marketing for Comfort Inn Oceanside in Deerfield Beach; and Janice O’Boyle, Property Manager of Royal Flamingo Villas in Hillsboro Beach.

From the Broward County Convention and Visitors Bureau, thanks to: John Webb, Senior Vice President; Francine Mason, Vice President, Communications; and Alfredo Gonzales, Vice President, International Tourism.

Thanks to: Hayward Benson, Lauderhill City Commissioner and member of the Broward County Tourism Development Council; the City of Hollywood for providing information and materials on the structure and functions of their Tourism efforts; and to Beth Rice, Business Development Manager for Visit Florida.

From Broward County Government, thanks to: Dan West, Director of Parks and Recreation Division and Bob Harbin former Director (Bob is currently Director of Parks and Recreation for the City of Deerfield Beach); Mary Becht, Director of Cultural Arts Division; Gladys Leeks, Transportation Planner, Broward Metropolitan Planning Organization; and Staff and “Friends” of the Libraries Division.

From Pompano Beach Advisory Boards, thanks to the Chairs, members and staff liaisons who’s input contributed to formulation of objectives and strategies in the Action Plan, with special thanks to: Dan Hobby and Hib Casselberry, Historical Preservation Advisory Board members; Cultural Arts Committee; Parks and Recreation Advisory Board; and Airpark Advisory Board. And special thanks to Pompano Proud for their input.

Additionally, the Board of Directors of the Chamber of Commerce have expressed their willingness to work in close collaboration and coordination with all key stakeholders in implementing the objectives, strategies and recommendations contained in this document.

Finally, special thanks to the following creative, talented City of Pompano Beach staff members: Paola West, Development Services Department, assembled data and prepared maps; Kathryn Hall, Parks and Recreation Department, assisted with assembling the power point presentation that accompanies this document; and very special thanks to Jackie Barrett, Public Communications Office, for the design on the Cover and the power point presentation graphics.