



LAUDERDALE-BY-THE-SEA
CHAMBER OF COMMERCE



TOWN OF
LAUDERDALE·BY·THE·SEA
RELAX...YOU'RE HERE.



PREFERRED HOTELS

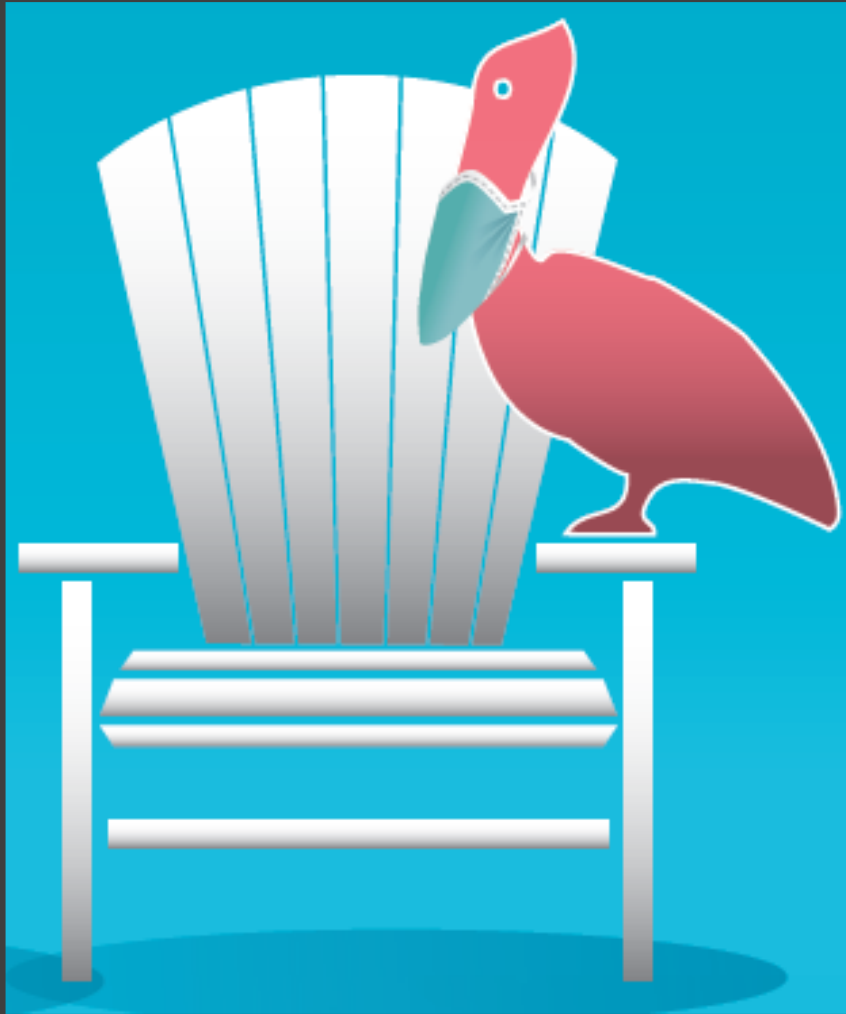


LAUDERDALE BY THE **SEA**
LODGING ASSOCIATION

LBTS Open For Business Beyond COVID-19: Local and State Resources and Support

June 19, 2020

Agenda



- I. Welcome and Opening Remarks
- II. Updates from Town Officials
- III. Town Wide Safety-First Campaign
 - Opening Businesses Safely
 - Comments From the Community
 - ❖ Eva Marissa, Chamber Chair
 - ❖ Rick Tobin, Premier Reality
- IV. State Representative, Chip LaMarca
- V. Q&A
- VI. Closing Remarks
 - Eva Marissa, Chamber Chair

Public Safety

Latest FAQ issued by Broward County pertaining to COVID restrictions:

- https://link.edgepilot.com/s/d5e92577/35_kKpsXkUS8KYJFIhq1KQ?u=https://www.broward.org/CoronaVirus/Pages/FAQ-EO-20-17.aspx

Press releases and statements from Sheriff Tony and the Broward County Chiefs of Police Association:

- www.sheriff.org
- <https://www.sheriff.org/PIO/BSONews/Pages/BROWARD-SHERIFF%E2%80%99S-OFFICE---POLICIES-IN-LINE-WITH-8CANTWAIT.aspx>
- <https://www.sheriff.org/PIO/BSONews/Pages/BROWARD-COUNTY-CHIEFS-OF-POLICE-ASSOCIATION-HOLDS-NEWS-CONFERENCE-AT-BSO.aspx>

Free security survey to businesses and residents:

Contact Sergeant LaGana at Peter_LaGana@sheriff.org
(Peter is a certified Crime Prevention Specialist)

Commitment is Key

Commitment #1

- ENFORCE Broward County Emergency Order on facial covering for your hotels, restaurants and retail spaces
- No Mask – No Service

Commitment #2

- ENFORCE Broward County Emergency Order on social distancing for your hotels, restaurants and retail spaces.
- Proactively break up gatherings that do not follow the order.

Commitment #3

- Train all your leaders and team members to be vigilant in their enforcement of the above two commitments.



Extra Measures

- Offer touchless disinfection stations at all entrances.
- Temperature check each arriving guest or patron.
- Use electrostatic spraying to disinfect facilities.
- Install thermal cameras at entrances with signage.
- Have a designated team member to sanitize all high touch areas every hour. Use disinfectant cleaners and/or UV wands.
- Install UV lighting in air handlers for additional disinfection of indoor spaces.
- Get your business certified by the Florida Restaurant & Lodging Association as a COVID-19 Safe Business. (FRLA members receive FREE training and certification.)

Broward County launches marketing campaign to boost local spending



Broward County
Launches
Proud Supporter
of Broward (SOB)



Rick Tobin
Owner/Broker
Premier Hotel Realty LLC
FL Commercial Real Estate Brokerage

The global economy may stink, but yours doesn't have to. Here are some tips to help make your economy better.

- Work to offer something unique that customers can't get everywhere else.
- Crush it with customer service.
- Make sure you know who your customers are, where they come from and how they think.
- Be sure to engage with your customers routinely.
- Implement a loyalty program.
- Encourage customers to buy more products and increase your profit margin.
- Cut expenses to the bone.

Rick Tobin
Owner/Broker
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- Market A LOT.
- Affiliate with other symbiotic businesses.
- Sell online.
- Learn and use technology to your advantage (e.g., Zoom, WhatsApp, Open Table) and consider hiring outside experts.
- Don't compete on price alone.
- Research what your competition is doing.
- Encourage referrals.

What are your ideas? What is working for you?

State Representative, Chip LaMarca



- What is the State doing to help support small businesses during these difficult times?
- What will be needed to get to Phase 2 for re-opening. How can businesses support help this?
- In your role on the Workforce Development & Tourism Subcommittee , what is being rolled out to support our tourism industry?
- What should businesses think about in the next 90 days to six months as they try to move back into being operational?



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Questions & Answers

Next Friday, 6/26/20 @ 10:00 am

PPP Forgiveness Parameters

&

Sharing the Marketing Load:

Packaging Deals for Everyone's Benefit



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Closing Comments

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