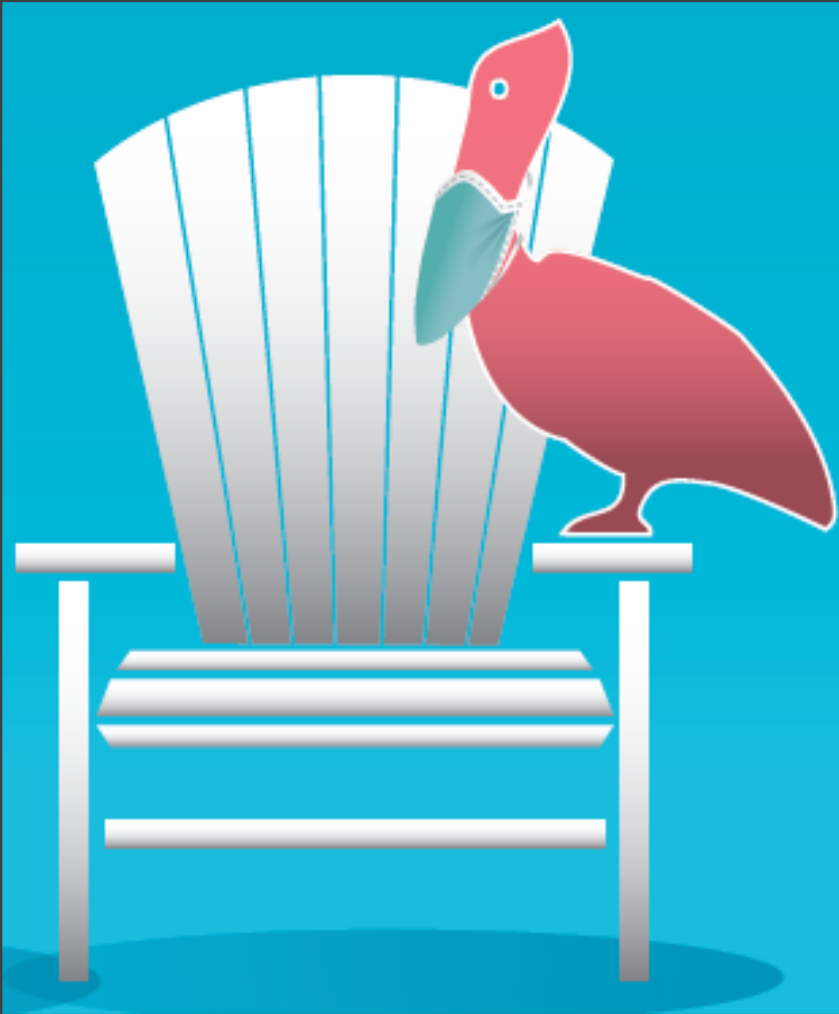




LBTS Open For Business: Marketing Your Way Back After COVID-19

June 5, 2020

Agenda



- I. Welcome and Opening Remarks
- II. Updates from Town Officials
 - Mayor, Chris Vincent
 - Town Manager, Bill Vance
 - Broward Sheriff, Captain Palmer
- III. Town Wide Safety-First Campaign
 - Opening Businesses Safely: Ellen Zavell
 - Comments From the Community
- IV. Everything But Digital: Marketing Your Way Back After COVID-19 Part II, Richard Farrar
- V. Q&A
- VI. Closing Remarks

Updates: Paycheck Protection Flexibility Act

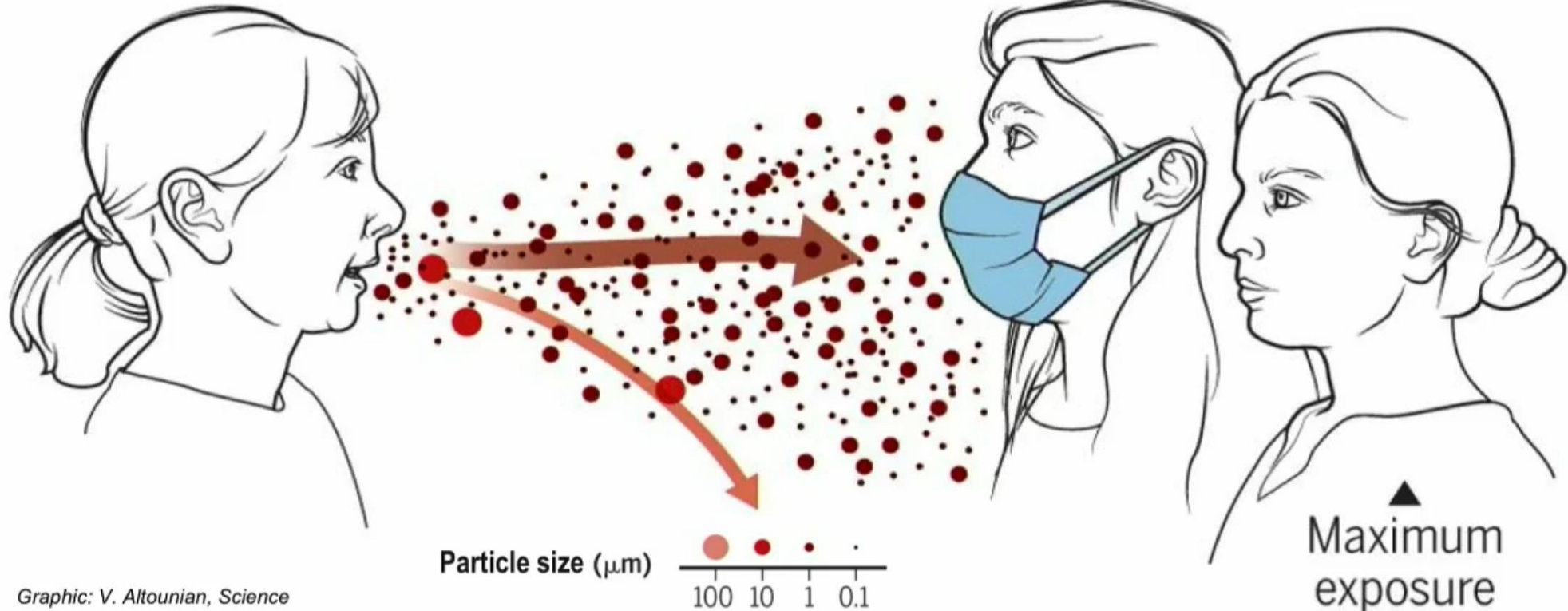
Augments the CARES Act:

- More flexibility for borrowers
 - ✓ From 2-5 years
 - ✓ Covered period extended for loan forgiveness from 8-24 weeks (or 12/31/2020)
- Raises the Forgiveness Cap from 25%/75% to now 40% (other costs)/60% (payroll)
- Safe harbor for re-hiring workers deadline extended to 12/31/2020 (rehire FTE)
- New exemptions from rehiring workers
 - Documented attempts
 - Inability to return to “same level of business”
- Loan Deferral Period extended beyond 6-12 months with agreement
- Lifts the ban on payroll tax deferral
- SBA and Treasury will provide regulations

FACE MASKS REDUCE AIRBORNE TRANSMISSION

Infected, but asymptomatic

Healthy



Graphic: V. Altounian, Science



Mask Required



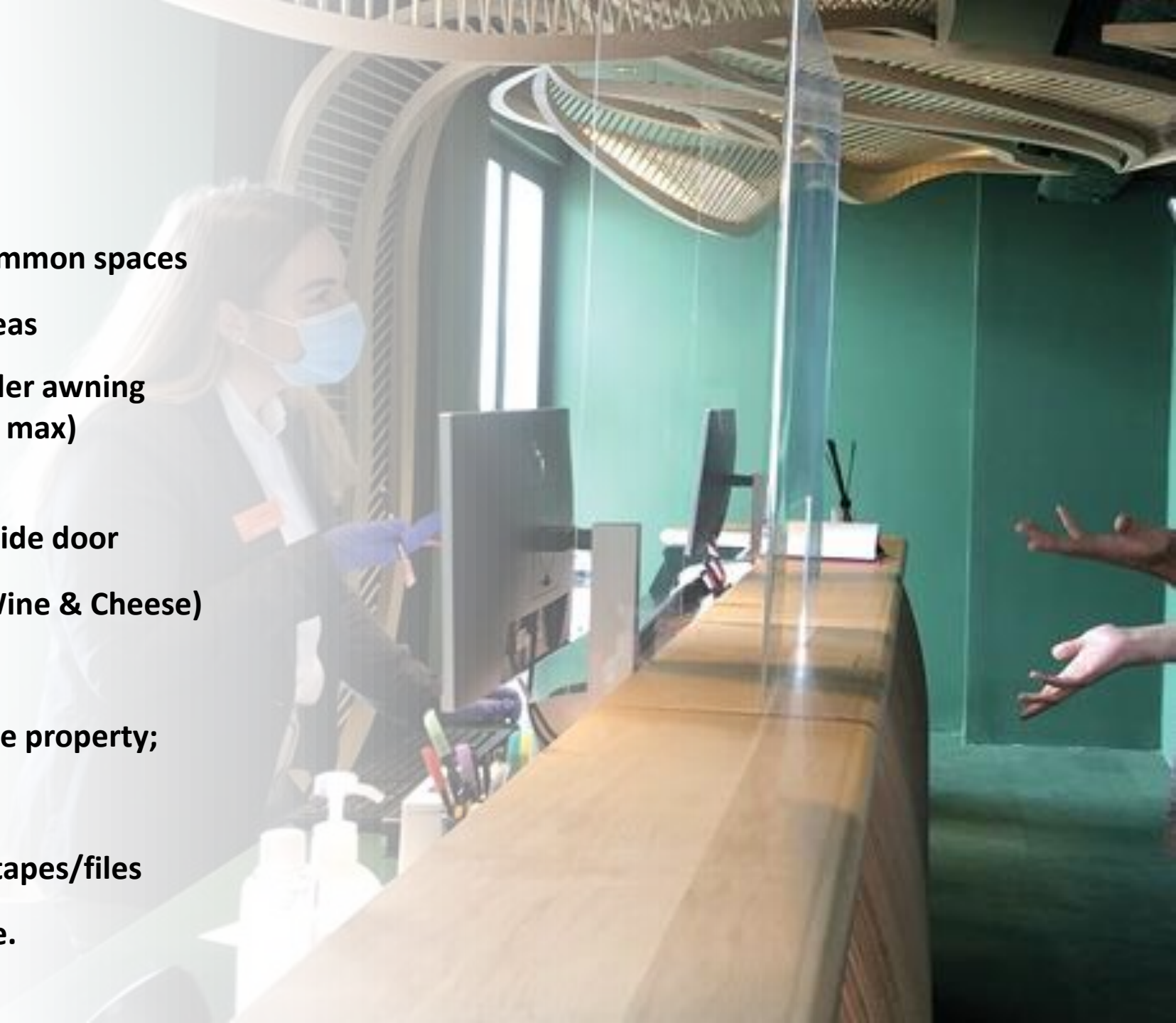
Only 1 Person at at a time

Reopening Safety First

Ellen Zavell,
Driftwood Beach
Resort

— Driftwood Rules

1. Facial Coverings in check-in and all common spaces
2. 6 feet social distancing in common areas
- 50% chairs around pool and under awning
- 50% capacity in pool (16 people max)
- No pool toys or rafts
3. Towel Exchange only; Place trash outside door
4. No gatherings (no Coffee & Donuts, Wine & Cheese)
over 10 people
5. Only registered guests allowed on the property;
no visitors
6. Maintain records of security camera tapes/files
7. Violations are punishable by \$500 fine.



Driftwood Rules

I promise to wear a mask and stay 6 feet apart and abide by all rules.

Signature

Date

Print Name:

Room #

Driftwood Guests' Profiles

2- Apartments from Miami (70-year-old couple and family with 2 kids)

2-Apartments from Tampa (Young family with 2 kids and a single 50 yr. old man)

1- Apartment from Brooklyn, New York (family with 2 kids, who drove around the I-95 checkpoint)

Clarification of Rules

Hi-

Can I have a little more clarification on the rules?

Dave and I would like to come.

Angela is concerned about What she has to do with her children.

We tried them in masks and that did not go well.

Are masks required around the pool and beach? By adults and children?

And the pool is allowed 50 percent? 50 percent of what the capacity is? Or 50 percent of registered guests?

We must get in and out and share the pool?

And the guests cannot be in the common areas at the same time?

Is there a projection date when the restrictions change?

SunTrust

If you need PPP \$, call Mercy:

Mercy Allen

Personal Banker

SunTrust Bank

221 Commercial Blvd

Lauderdale By The Sea, FL 33308

Tel 954.331.0582 Fax 954.938.7885

Toll 800.786.8787



**Marketing Your Way Back After
COVID-19 Part II:
Everything But Digital**

Richard Farrar

Farrar Consulting Group



Agenda

1. WHO WE ARE/WHO WE AREN'T

- HOTELS
- RESTAURANTS
- RETAILS
- OTHER/MISC [RE, FINANCE, CONSULTANTS]

2. SMALL BUSINESS REALITIES

3. GROWTH/RECOVERY "GUESSES"

4. MARKETING PRINCIPLES

5. OLD FASHION MARKETING (PRE-DIGITAL)

6. UNDERSTANDING YOUR GUESTS

7. SOCIAL MEDIA FEEDBACK RESPONSE TOOLS



“RUNNING A
SMALL BUSINESS
IS STEPPING INTO
A BIG ARENA”

Teddy Roosevelt





WHY??

It isn't price!! People need emotional engagement [trust]

"If' ...if people are to venture out ---> safety, safety, safety

- Maslow's hierarchy of needs....safety first!!!
- Website shopping....a---f score on explaining 'safety'
- Restaurant example ---> "below is our promise to you"

Why people buy -

- Health clubs
- 3/4" drill bits
- Resorts

Holistic marketing - digital and all other [split testing]

- Demographics vs psychographics [age/job vs attitudes]

*content—valuable tips, community/connection & promos

- "peep on competitors" environmental competitive set



Who Are We?

*HOTELS

- *RESTAURANTS
- *RETAILS
- *OTHER/MISC [RE, FINANCE, CONSULTANTS]
- *LIMITED LEADERSHIP / LIMITED DELEGATION
- *MINUS TOP 10-15 BUSINESSES LBTS BIZ, MOST < \$2M

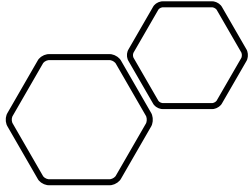
*2/3 LBTS BUSINESSES < \$750K

*SEASONAL REVENUE - 50-60% OF \$\$\$ --> CHRISTMAS – EASTER

*MAJORITY HAVE 12 OR LESS ASSOCIATES

- *SUMMER BUSINESS WEST BROWARD AND/OR < 25 MILES

*SEASON – NORTHEAST US, CANADA AND MIDWEST US



Small Business Realities



THIN LEADERSHIP



**LIMITED ASSOCIATE
RESOURCES**



**HUMAN RESOURCES
(HIRING, SCHEDULING)**



***ACCOUNTING/FINANCE/
CAPEX**



**SALES/MARKETING/REVENUE MGT [DIGITAL,
SOCIAL MEDIA]**

*OPERATIONS...RUNNING THE
DAY TO DAY BUSINESS

*OWNER RELATIONS

*CUSTOMER SERVICE

GROWTH/RECOVERY “GUESSES”

NEW NORMAL? NEXT
NORMAL? NO
NORMAL?

WILLING TO STAY IN A
HOTEL IN NEXT 30 DAYS -
55%

WILLING TO FLY IN NEXT
30 DAYS - 23%

TYPICAL
RECESSION/DEPRESSION
LASTS 10—14 MONTHS

TYPICAL
UNEMPLOYMENT IS
8%...US NOW AT 17+%

TYPICAL RECOVERY TAKES
TWICE AS LONG TO
REBOUND

TYPICALLY HOTELS LAG
US ECONOMY MONTHS
LONGER

APPROX 5000 HOTELS
CLOSED; ABOUT 16% OF
ROOMS

WESTERN WORLD HAS
NEVER SEEN ANYTHING
LIKE

TYPICAL VACCINE TAKES
YEARS TO GET TO
MARKET

HOSPITALITY/HOTELS
RECOVERY WILL VARY ON
SEGMENT

HYATT JUST LAID OFF 40%
OF ABOVE PROPERTY
MGT

MARRIOTT JUST
EXTENDED FURLOUGHS
[JULY---> OCT 15]

HEALTH CRISIS TO AN
ECONOMY CRISIS

HOSPITALITY/HOTELS
RECOVERY PROBABLY
18—40 MONTHS

MARKETING
PRINCIPLES, IDEAS,
THOUGHTS &
RECOMMENDATIONS

GOOD NEWS...COMPETITION A BIT MORE LIMITED

INT'L TRAVEL, BIG RESORTS, CRUISES

- MOST PEOPLE BUY DESTINATIONS

SHOPPING, EATING, ENTERTAINMENT, BEACH

- LODGING IS SORT OF THE BY-PRODUCT

THINK BACKYARD AND BUNDLE

"IF", IF PEOPLE COME OUT, THEY ARE DOING SO TO GET "OUT"

LBTS LOGO/SLOGAN --> PLAY, DINE, SHOP, STAY [PERFERT!!!]

DRIVE MARKET VS (REMOTED) FEEDER MARKETS

- 100 miles or a couple hours, vs flying

*SEGMENT EMAIL MAILING LISTS INTO AT LEAST 2 BUCKETS

EXPERIMENT WITH DIFF CHANNELS, PRICE POINTS, PACKAGES

DON'T DISCOUNT.... ADD VALUE

*HARD TO CONVERT A DISCOUNT CUSTOMER TO REGULAR \$\$

PROVIDE VALUE BY PROMOTING DESTINATION'S AMENITIES

MARKET THE DESTINATION/HOTEL NOT THE PRICE

- TIM PETERS AND ASSOCIATES, WWW.TIMPETER.COM

COST OF ACQUISITION

MARKETING
PRINCIPLES, IDEAS,
THOUGHTS &
RECOMMENDATIONS
(cont)

BUYING HABIT EXPECTATIONS ARE ALMOST IMMEDIATE

SEND HANDWRITTEN CARDS TO TOP X CUSTOMERS/GUESTS

JOIN EMAIL LISTS WITH LIKE OR ANOTHER BUSINESS

WATCH THE BIG GUYS: McD, TARGET, MARRIOTT/HILTON

TOP TEN TYPE VACATION WANTS...MOSTLY BEACHES!!!

STIMULUS CHECK AND YOUNGER TRAVELERS---> FIRST.

KITCHEN UNITS...THEN TELL-EM HOW CLOSE GROCERY

PRICE POSITION' ASSET AS PRIOR...LEADER, MIDDLE, FOLLOWER

RETHINK MENUS NOW...KEEP TOP X AND 86 BOTTOM X



MARKETING
PRINCIPLES, IDEAS,
THOUGHTS &
RECOMMENDATIONS
(cont)

*'SHARPEN YOUR SAW' (CONTINUOUS EDUCATION)

*FIVERR (DIGITAL FREE LANCE)

*TIMPETER.COM

*HOTEL RECOVERY 2020

*LOREN GRAY HOSPITALITY DIGITAL MARKETING

*UPWORK (NUMEROUS FREE LANCE WORKERS)

*BUSINESS TYPE ORGANIZATIONAL ASSOCIATIONS

Old Fashioned Marketing

NEWSPAPERS

CITY, LOCAL, FEEDER MARKETS

MAGAZINES

*RADIO/TELEVISION [AT TIMES CAN BE REASONABLE]

BILLBOARDS [SHARE, TRADE/BARTER, SEASONAL]

TOURIST BOOKS – GENERAL INFO OR AD

TOURIST OR COUPON BOOKS WITH 'OFFER'

NETWORKING [CHAMBER/ORGANIZATIONS ASSN]

DIRECT MAIL

DIRECT SALES

ASK FOR REFERRALS

LEVERAGE YOUR COMMUNITY/RELATIONSHIPS

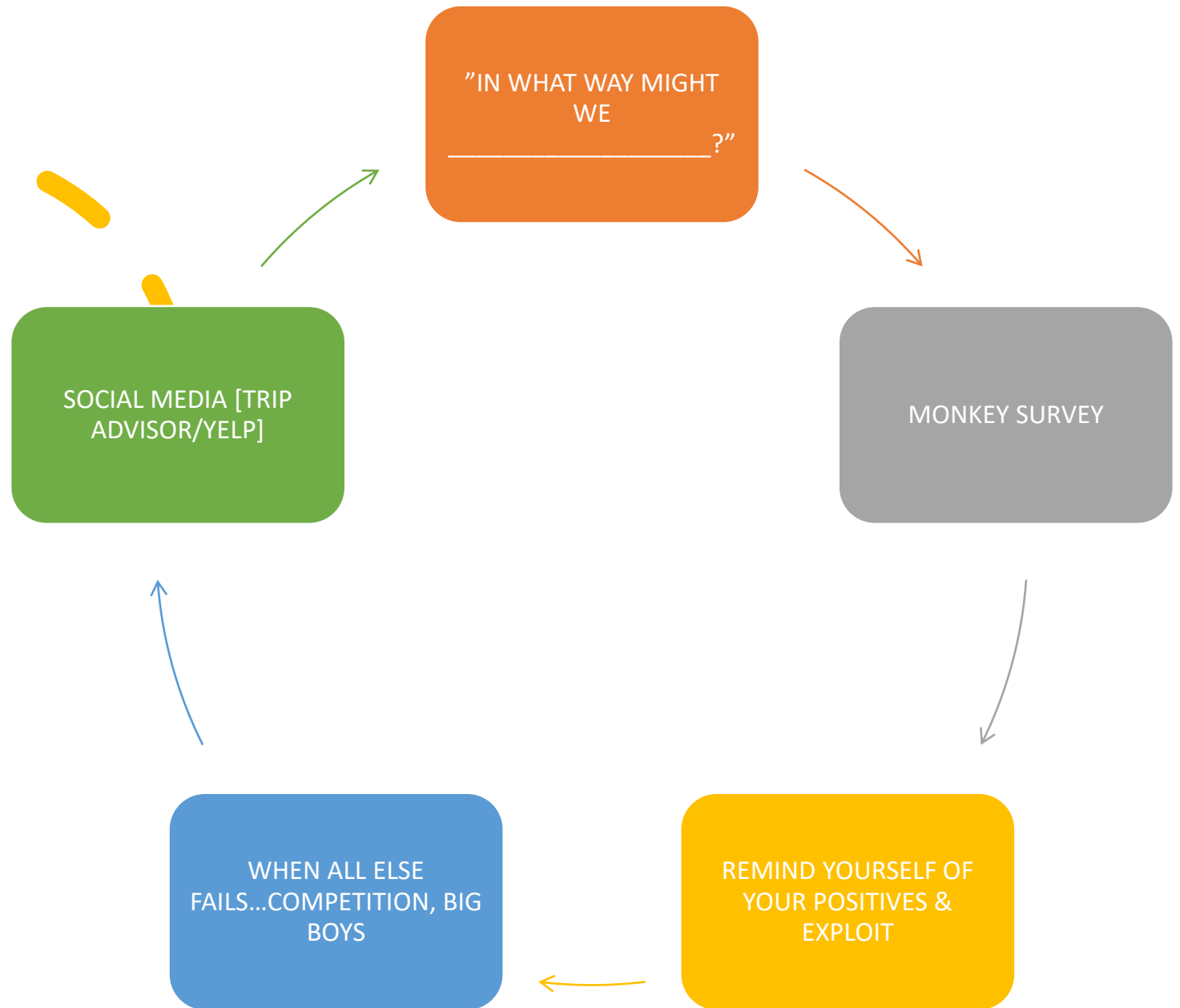
PARTNERSHIPS [VENDORS, LIKE BIZ, OTHER BIZ]

GROUPON TYPE OFFERS

RETHINK YOUR VOICE MAIL MESSAGE

LINKEDIN – PICTURE AND SHOW VALUE

Understanding Your Guests



Social Media Feedback Tools

TRIP ADVISOR

- YELP
- 70% OF PEOPLE REVIEW PRIOR TO BOOKING/BUYING

BE PREPARED FOR
"PUBLIC" NEGATIVE C-19
COMMENTS

CORRELATION BETWEEN
POSITIVE REVIEWS &
BOOKING

MONITOR YOUR ON-LINE
REPUTATION DAILY

MUST [!!!] RESPOND
DAILY TO GOOD AND BAD

YOU RESPOND QUICKLY
FOR TWO REASONS---

- 1- THE BROADER SHOPPING AUDIENCE
- 2- YOUR IMMEDIATE GUEST/CLIENT/CUSTOMER

CORRELATION BETWEEN
POSITIVE REVIEWS &
BOOKING

HIRE A HS/COLLEGE
STUDENT (FAU/FIU/BCC)
TO HANDLE

Big Take Aways

*SOCIAL MEDIA...C-19 BE PREPARED FOR NEGATIVE COMMENTS NOW!!!

*TRIP ADVISOR AND YELP ARE YOUR "BRAND" ...ACT LIKE IT

*THERE ARE WAYS TO MARKET OTHER THAN DIGITAL...TEST THEM

*OUR ECONOMY WILL ANGUISH FOR 18—40 MONTHS

*REALLY "KNOW" YOUR CUSTOMER/GUESTS

*SEGMENT YOUR EMAIL LIST INTO AT LEAST 2 BUCKETS FOR "FOCUS"

*YOU ARE MORE THAN YOU...YOU ARE PART OF A DESTINATION

*KNOW WHAT YOUR COMPETITORS ARE DOING

*HIRE A DIGITAL CO OR INTERN TO HELP YOU NAVIGATE

*HEAVILY DISCOUNTING WILL NOT MOTIVATE MOST PEOPLE RIGHT NOW

*DON'T DISCOUNT ADD VALUE

*THINK AND PROMOTE SAFETY NOW; TELL PEOPLE WHAT YOU ARE DOING

*PEOPLE'S ATTENTION SPAN AND BUYER HABITS VERY 'SHORTENED'



The Farrar Consulting Group
Hotels and Hospitality Sales/Marketing

Washington, Dc & Lbts

240.463.8050

FARRARCONSULTING@GMAIL.COM

WWW.FARRARCONSULTING.COM



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

Q&A



Next Friday 6/12/20
@10:00 am: Broward
County Commissioner
Lamar P. Fisher

Beyond COVID-19:
Resources and Support



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

Closing Comments

May 29, 2020