



Plantation
the grass is greener®

City of Plantation

Planning, Zoning and Economic Development Department

MARKETING STRATEGY

CITY OF PLANTATION

Marketing Strategy

Adopted – March 30, 2005

City of Plantation
Planning, Zoning and Economic Development Department
401 NW 70 Avenue
Plantation, FL 33317
P: (954) 797-2622 F: (954) 797-2793
www.plantation.org

Table of Contents

Background.....	1
The City of Plantation.....	2
Geography	2
Demographics	3
Business and Industry	4
Activities and Events.....	5
Market Analysis.....	6
Business Development Analysis.....	6
Real Estate Development Analysis	7
Goods and Services Analysis	8
Issues and Opportunities Analysis	9
Issues	9
Opportunities	10
The Plan	11
Goal I: Attract and Retain businesses in the City.....	11
Goal II: Attract New Real Estate Development.....	15
Goal III: Attract Consumers to City businesses	17
Financial Plan	18
Plantation Gateway Strategic Marketing Plan.....	Appendix 1
Plantation Midtown Strategic Marketing Plan.....	Appendix 2

Background

The purpose of this Marketing Plan is to update the findings of the *City's Marketing Communication Strategy, 2000*, identify marketing opportunities and develop specific strategies to attract businesses, consumers and real estate development to the City as a whole. In 2000 the City of Plantation hired PR Matters to develop a Marketing Communication Strategy. The objectives of the Strategy were to create a new image for the City, heighten awareness about the City, and target, attract and retain businesses. Through a series of focus groups, the City was able to identify the pros and cons of doing business in the City and the message that should be conveyed about the City in order to meet its objectives.

Using themes, PR Matters developed communication pieces which included the City's logo and tagline, "the grass is greener," and new print advertisements and brochures for the City. Using these collateral pieces, the City's past economic development marketing efforts have focused on targeting businesses and real estate investors on a case-by-case basis without a clear-cut strategy. Businesses have been targeted through various advertising campaigns including the Fort Lauderdale International Airport Kiosk advertising program, print advertisements in the Broward Alliance Economic Profile, the Greater Plantation Chamber of Commerce Annual Directory, and the City's Economic Development website. Real estate investors have been targeted through the City's annual Economic Development Summit and the City's online Real Estate listings service.

Since 2000, the City's marketing has been more aggressively focused on the Plantation Gateway and Plantation Midtown Districts. Market analyses and marketing strategies were developed for each District, which were specifically tailored to address their unique problems and opportunities. Plantation Gateway's strategy has been more fully implemented while Plantation Midtown's strategy is still in its infancy. Copies of *Plantation Gateway Strategic Marketing Plan* and *Plantation Midtown Strategic Marketing Plan* are included as Appendix 1 and 2 respectively.

Based on these previous studies, the following three (3) marketing goals have been identified to further economic development in the City.

1. Attract and retain business.
2. Attract new real estate development.
3. Attract consumers.

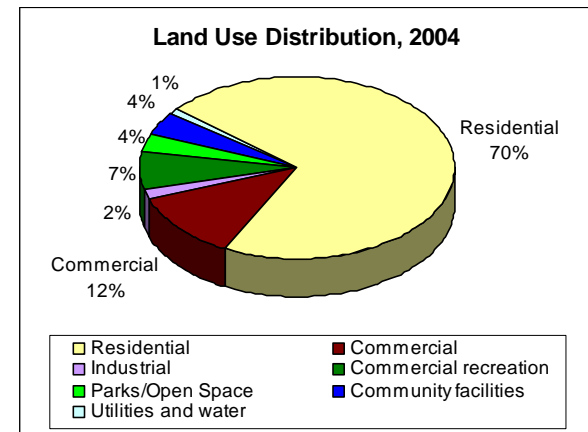
The City of Plantation

Geography



The City of Plantation is located in the geographic center of Broward County and the entire South Florida region and is currently the sixth largest City in Broward County, and is bordered by State Road 7, Sunrise Boulevard, Flamingo Road and I-595. Today, Plantation is predominately residential, as such 70% of its land area is currently occupied with residential uses. A Strong Mayor and five-member City Council govern the City with a focus on strengthening the business community, maintaining a high quality of life for residents and streamlined government operations and procedures. Plantation also enjoys a subtropical climate with an average temperature of 75 degrees and an average of 248 clear and sunny days annually.

Plantation, a master planned community, has grown significantly over the past 50 years and has become a thriving mid-sized City. While maintaining a large residential base, the City is also home to a number of large national companies, including American Express, Motorola, Broadspire Services, Inc., and DHL. However, like Broward County, Plantation is just about built-out with approximately 1% of its land area left vacant. As a response to this vacant land shortage, the City has focused its efforts on creating new opportunities for development through infill and redevelopment initiatives

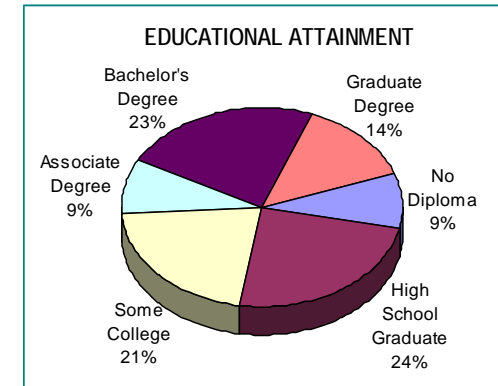


Source: City of Plantation

Demographics

Plantation's population is family oriented, highly educated, and has the 6th highest median income in Broward County. Family orientation is evidenced by the many recreational opportunities geared toward families including parks and recreation, athletic leagues and businesses catering to children. Furthermore, 67% of all households in the City are in families, which is comparatively higher than Broward County and the South Florida region. For primary education, Plantation has 11 public schools and 18 private schools. In 2004 of the 11 public schools, six (6) were A rated, two (2) were B rated and three (3) were C rated. Within and around the City there are also a wide range of secondary educational opportunities including two private universities within the City and the nearby South Florida Educational Center, which is comprised of several public and private universities and research centers. In terms of education level of City residents, over 37% have a Bachelor's degree or higher and 91% have a high school diploma.

Plantation residents make up approximately 6% of Broward County's labor force, most of which are skilled or white-collar workers. Over 75% of workers are employed in management, professional, office, sales or other like professions. In 2003 the City's unemployment rate of 4.1% was much lower than the County or the South Florida Region. A complete demographic comparison of the City, County and region is represented in *Table I*.



Source: US Census Bureau

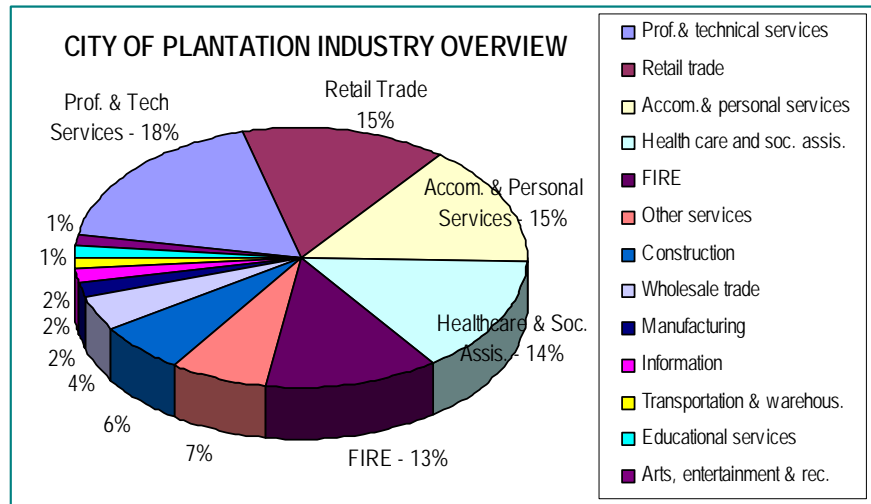
	<i>Plantation</i>	<i>Browara</i>	<i>SE Florida</i>
Population 2004	84,604	1,723,131	5,087,153
Projected Population 2015	101,760	2,114,343	5,834,758
Households	33,244	654,445	1,940,480
% Family Households	67%	63%	66%
Median Age	37.9	37.8	37.8
Population 65 or over	13%	16%	16%
Population under 18	23%	24%	24%
Median Household Income	\$53,700	\$41,700	\$40,200
Median Housing Value	\$158,000	\$128,600	\$130,400
Persons in the Labor Force 2003	52,254	877,270	2,565,585
Unemployment Rate, 2003	4.1%	5.5%	6.2%

Source: US Census Bureau, US Bureau of Labor Statistics, UF BEBR

Business and Industry

There are over 5,257 business licenses issued to businesses and individuals in the City of Plantation and over 3,800 businesses. The City’s business mix is diverse, ranging from home based businesses to high paying corporate jobs that employ in excess of 1000 persons and wages higher than the County average. In total, City businesses employ over 48,000 people, with the largest employer being American Express. Other top employers in the City are listed in *Table II*.

The largest industry sector in Plantation is Professional, Scientific and Technical Services with over 686 establishments. This industry includes professional services and research and development. The second largest sector is Retail Trade with 569 establishments. Retail Trade also provides the highest level of employment in the City with over 7,000 people working in this sector. This is not surprising given the abundance of regional and local retail shopping centers in the City. One of the smallest industry sector represented in the City is Arts, Entertainment and Recreation. While the City enjoys a high quality of public recreational opportunities through its park system, there are a limited number of private businesses geared toward the enjoyment of the arts or entertainment.



Source: US Bureau of Labor Statistics

TABLE II TOP TEN EMPLOYERS	
American Express	4,500
Motorola	2,800
Broadspire Services	1,620
Westside Regional Medical Center	1,000
City of Plantation	921
Plantation General Hospital	826
DHL Worldwide Express	650
Cigna Dental	425
Kerzner International Resorts	400
Burdines	270
Tradestation Group, Inc.	238

Source: Greater Plantation Chamber of Commerce, City of Plantation

Activities and Events

There are several events and activities that attract people to the City from the region and the State. One key to this marketing strategy is to entice visitors to stay in the City, take advantage of the available accommodations; dining and shopping and to attract new complementary businesses. While there are several events and organizations that host events in the City, the following is a synopsis of the more significant events in the City:

Art in the Park - Over 150 artists come to Plantation from all over the nation to participate in this weekend long event which occurs in October. Last year the event also drew approximately 75,000 people from the City and County.

Equestrian Events – The Plantation Equestrian Center, when complete in April 2005, will have three show rings, two practice rings, four small paddocks and stables to house 96 horses. It is anticipated that this facility will be home to several horse shows and competitions.

Sporting Events

Aquatics Events – Several State and Regional swim and dive competitions are held in the City.

P.A.L. Tournaments – The Plantation Athletic League (P.A.L) operates sports programs for the youth of Plantation that includes baseball, basketball, cheerleading, football, hockey, soccer and softball. P.A.L. uses City facilities for games and special tournaments, which attract participants to the City from across the State.

Tennis Tournaments – There are approximately 15 large tennis tournaments held annually at the City's Central Park Tennis Courts. In July, the City hosts the USTA Girls 14 National Clay Court Championships, a week long event bringing over 200 participants and their families to the City from across the nation. Tennis tournaments can bring an estimated 3,000 to 5,000 people to the City annually.



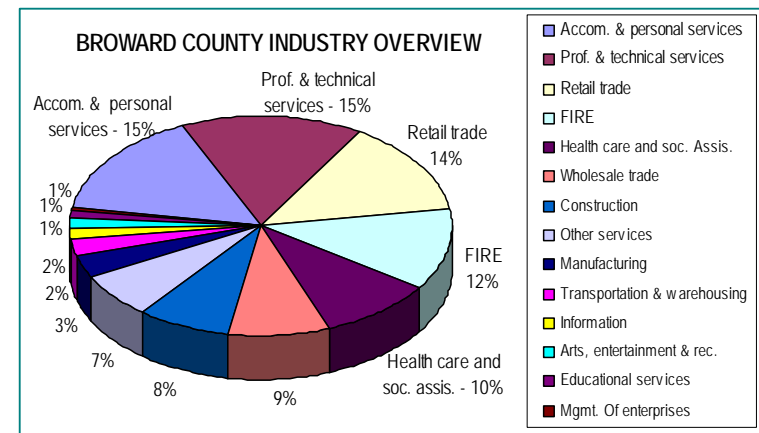
Market Analysis

Business Development Analysis

The business development marketing goal is to attract and retain businesses. One of the major advantages to the City in terms of meeting this goal is its location. Situated in the center of South Florida, Plantation is easily accessed by car, train, and even ship and airplane, with Port Everglades and Fort Lauderdale-Hollywood International Airport only 15 minutes away. The City is also easily accessed via I-595 and Florida's Turnpike, which connect to other major Interstates such as I-75 and I-95. Plantation sits just west of Fort Lauderdale and both the City of Miami and the City of West Palm Beach are just a short car ride away.

Plantation's central location also affords it access to a large and diversified workforce. Broward County's current workforce is 877,270, while the entire South Florida region has a workforce of over 2.5 million. It is not uncommon for people in South Florida to commute over county lines. Furthermore, South Florida's economy continues to grow with total employment increasing by 15.8% since 2000.

Similar to Plantation, the Accommodations, Food service and personal services business sector make up approximately 15% of all industries in Broward County, with 40% of that directly attributed to food service. However, Professional and Technical Services are represented at a proportionately higher level in the City of Plantation at 18%, as compared to Broward County as a whole at 15%. Another sector that is more highly represented in the City of Plantation is Healthcare and Social Assistance with a 14% share of all business industries. This large concentration in the City is due to the location of two primary hospitals and the clustering of ancillary businesses. With the future location of Scripps Research Center in Palm Beach County and the abundance of healthcare related businesses, other related bioscience industries should be explored to determine the best fit in the City.



Source: US Bureau of Labor Statistics

A final business sector that could be a good fit for Plantation due to its central location and access to the port and airport, is exporting. According to the US Census Bureau, the United States continues to import goods and services at a higher rate than it exports goods and services. As of November 2004, the United States was experiencing a total deficit of \$60.3 billion in international trade and Canada was ranked the top importer and exporter to the U.S in terms of value of goods and services. Despite the national deficit in exporting, Florida was still ranked one of the top five exporting states in the County based on number of exporters with Brazil noted as its number one exporting partner and Canada second. With the possible location of the Free Trade Area of the America's headquarters in Miami, this could open significant doors for businesses with our largest trade partners. The number of import/export businesses in the City is not known at this time.

FLORIDA'S TOP EXPORT COUNTRIES	
Country	% Share
Brazil	10.5
Canada	9.5
Mexico	7.3
Dominican Republic	4.2
Columbia	4.1

Real Estate Development Analysis

The real estate development marketing goal is to attract new real estate development to the City. The largest challenge, as mentioned before, is that Plantation's land inventory is significantly constrained with only 1% of its land area vacant. The situation for the rest of Broward County is not much better since only 410 of the total 1,211 square miles of Broward County are developable. The remaining 801 square miles are protected water conservation areas. As such, the County's developable land area is physically obstructed on the east by the Atlantic Ocean and on the west by the Everglades and are starting to feel these land shortages.

Plantation's commercial real estate market accounts for approximately 10% of the County's total office inventory, 4% of its Flex (office/industrial) Space and less than 1% of its industrial inventory. The City is anticipating 2005 delivery of additional office inventory with another 112,000 square feet of Class A office space. In 2004, Plantation's office market outperformed the County as a whole with an average direct vacancy rate of 7.4% versus Broward County's direct vacancy rate of approximately 10.4%. Both flex space and industrial space have remained steadily occupied in 2004 with average direct vacancy rates of 5.1% and have outperformed the countywide averages of 8.7% and 6.5%, respectively. The City's low vacancy rates are good indicators that there is substantial demand for commercial real estate in Plantation, particularly within the industrial and flex space market where vacancy rates are nearing 5%.

To create additional opportunities for real estate development, the City has developed a series of redevelopment plans to encourage infill development in its major business districts. Plans have been developed for the Plantation Gateway District, which is along State Road 7, Plantation Midtown, which is between University and Pine Island, and the Plantation Technology Park, which is north and east of the Sunrise Boulevard curve. Each District represents unique opportunities for specific types of development as outlined in their respective plans. While the Plantation Gateway and Midtown districts have both had market studies conducted to identify their market gaps and highest and best land uses, the Plantation Technology Park has not. Based on the number of use waiver requested, it appears that the vision for the Technology Park is not clearly defined and the zoning may be inconsistent with market demand. However, the very low vacancy rates for flex space and industrial indicate that there is substantial demand for that type of space within the City. In general, it appears that supply in all commercial real estate sectors, is dwindling in the City. The following is a summary of the types of development encouraged in each of the business districts:

Plantation Gateway	Plantation Midtown	Plantation Technology Park
Residential (low rise, townhomes)	Residential (low to mid rise, townhomes)	Light industrial uses
Restaurants	Restaurants	Heavy commercial
Retail	Retail	Office/industrial (flex space)
Medical and professional office	Medical and Professional office	Technology based industries
Artisan and craftsman uses	Corporate offices/headquarters	
	Arts and entertainment uses	
*Mixed use encouraged	*Mixed use encouraged	

Goods and Services Analysis

The goods and services marketing goal is to attract consumers to the City. The City's central location and easy access make it a prime location for regional and specialty retail and services, accommodations and restaurants. Plantation can be accessed via 1-95, I-75, I-595 and Florida's Turnpike. In addition, several State arterial roadways bisect the City's major business districts with traffic volumes ranging from 40,000 to 63,000 vehicles per day. An added advantage to the City's location is that it is only 15 minutes west of the beaches and airport and is directly east of Sawgrass Mills, a 2.7 million square foot regional and international shopping destination in Sunrise, FL that draws over 25 million visitors annually and is only 15 minutes from the Atlantic Ocean and major transportation hubs.

The tourism industry is a driving force in the economy of Broward County. According to the Greater Fort Lauderdale Convention and Visitors Bureau (CVB), in 2003, an estimated 8.5 million people visited Broward County while approximately 17.9 million people traveled through Fort Lauderdale/Hollywood International Airport. These visitors spent approximately \$7.2 billion of which 70% was spent on food, shopping and accommodations. In 2004, Broward County generated \$30.7 million in tourism taxes, which are based on accommodations alone, Plantation accounted for approximately 5-6% of those tourism tax dollars. While the most popular activities of these visitors are beach related, the second most popular activity is shopping and most are motivated to visit Broward because they have friends and family here. A majority of the visitors to Broward came from the United States, with the largest percentage from the State of Florida. However, 21% of all visitors to Broward were here from foreign countries with the largest group coming from Canada.

Regionally, South Florida purchasing power continues to grow, with a 13.9% increase in personal income from 2000 - 2003. In addition, 2002-2003 South Florida consumers outspent national consumers with an average of \$42,656 in consumer expenditures, which was higher than the national average of \$40,677. These trends in income growth and consumer spending combined with tourist dollars, generated total sales tax revenues of \$1.6 billion in 2004.

Issues and Opportunities Analysis

On February 1 and February 16, 2005, workshops were held with the local business representatives to identify issues and opportunities for the City in terms of economic development and to develop this marketing strategy based on previous efforts and the aforementioned analysis. A brief analysis of the City's strengths and weaknesses and comments from participants resulted in the identification of the following issues and opportunities for economic development in the City:

Issues

1. Plantation is perceived as a bedroom community and not a location for business.
2. Plantation is perceived as a suburb of Fort Lauderdale and not unique unto itself.
3. Plantation has limited resources for economic development.
4. Plantation is not business/development friendly.
5. Plantation has very little raw, vacant land.
6. Plantation roadways are congested.
7. There are very few entertainment venues within the City of Plantation.
8. Restaurants and some retailers are hard to find in Plantation.
9. Plantation needs to attract more high-end retailers.
10. The public education system in Plantation is perceived to be in poor condition.
11. Lack of affordable housing options is a detriment to attracting jobs to the City.
12. There is a shortage of medical office.

Opportunities

1. Plantation is perceived as an affluent, family friendly community
2. Plantation is centrally located and is easily accessible from anywhere in the County and region.
3. Plantation is adjacent to I-595 and Florida's Turnpike.
4. Plantation's proximity to Fort Lauderdale International Airport, make it an excellent location for companies with multiple national or international locations.
5. Plantation is more lushly landscaped than other Cities in the region.
6. Plantation is home to several corporate headquarters and large companies.
7. Plantation has a stable government structure and accessible elected officials.
8. Plantation has adopted redevelopment plans to create new real estate development opportunities.
9. Plantation has a highly educated workforce with very low unemployment.
10. Plantation hosts several events, which attract families to the City.
11. Broward County and South Florida offer a significantly large and diverse trained workforce.
12. Plantation is perceived as having good primary schools and is within close proximity to the South Florida Educational Center.
13. Plantation's proximity to Port Everglades and Fort Lauderdale International Airport, make it an excellent location for Florida import or export businesses.
14. Plantation has a high concentration of businesses and professional, scientific and technical services that support big businesses
15. Plantation has a high concentration of healthcare related businesses
16. Plantation office space has relatively low vacancy rates and new Class A office space is currently under construction.
17. Plantation roadways carry a significant amount of vehicle traffic per day.
18. Visitors to Broward County spend a significant amount of their budget on accommodations, food and shopping. Plantation has a larger concentration of hotels, restaurants and retail establishments all within a 2-mile area that could serve this demand.
19. Plantation is adjacent to the City of Sunrise and Sawgrass Mills Outlet Stores.
20. The number one motivator for persons to visit Broward County is friends and family in the area.

The Plan

Goal I: Attract and Retain businesses in the City

Objective 1:	Strategies	Tactics	Timeframes
Increase net employment in the City annually by 2%.	Communicate more effectively available business services	• Create a business oriented home page on the City's website	FY 05
		• Create a "Guide to Economic Development Services," to be printed and posted on the web.	FY 05
		• Create an Information Packet to send to new and prospective businesses	FY 05
		• Create an e-new sign up page on the City's economic development website and periodically send updates to businesses	FY 06
		• Place an annual advertisement in the Greater Plantation Chamber of Commerce	FY 05, ongoing
	Identify and attract specific business clusters.	• Assess City industry to identify significant business clusters	FY 06
		• Conduct cluster analyses on primary industries and identify trade publication and other media specific to those industries	FY 06
		• Targeted advertising to identified clusters	FY 07, ongoing

Objective 1:	Strategies	Tactics	Timeframes
	Increase technology based industries	<ul style="list-style-type: none"> <li data-bbox="877 310 1671 415">• Identify and participate in marketing opportunities through the South Florida Technology Alliance, Internet Coast and other regional technology organizations <li data-bbox="877 448 1671 513">• Inventory citywide technology infrastructure and technology companies <li data-bbox="877 545 1671 651">• Develop technology specific business attraction brochure and conduct a direct mail campaign to attract technology based businesses 	<p data-bbox="1692 310 1898 342">FY 06, ongoing</p> <p data-bbox="1692 448 1780 480">FY 06</p> <p data-bbox="1692 553 1780 586">FY 06</p>
	Continue to attract State of Florida Qualified Industries	<ul style="list-style-type: none"> <li data-bbox="877 691 1335 724">• Update City marketing brochures <li data-bbox="877 756 1640 821">• Place an annual advertisement in Florida Trend's Business Florida <li data-bbox="877 854 1598 919">• Place an annual advertisement in the Broward Alliance Economic Handbook. <li data-bbox="877 951 1566 1032">• Research co-operative marketing opportunities with Broward Alliance and Enterprise Florida <li data-bbox="877 1065 1472 1097">• Link Enterprise Florida to the City's website 	<p data-bbox="1692 691 1780 724">FY 06</p> <p data-bbox="1692 756 1898 789">FY 05, annually</p> <p data-bbox="1692 854 1898 886">FY 05, annually</p> <p data-bbox="1692 959 1780 992">FY 06</p> <p data-bbox="1692 1065 1780 1097">FY 05</p>

Objective 2:	Strategies	Tactics	Timeframes
Retain 95% of existing business in existence 3 years or more	Acknowledge existing businesses accomplishments and service to the City	<ul style="list-style-type: none"> • Feature a City business in Plantation Quarterly, quarterly • Acknowledge businesses that receive special awards, Book of Lists and top 500 companies • Host an annual business appreciation event for businesses that receive special awards, top employers and businesses that reach milestones 	<p>FY 05, quarterly</p> <p>FY 05, ongoing</p> <p>FY 06, ongoing</p>
	Create more effective means of communicating with businesses	<ul style="list-style-type: none"> • Send out Information Packets to new businesses • Send Plantation Quarterly to local businesses • Assemble a business visitation/intervention team. • Conduct monthly business visits and as needed interventions to businesses considering relocation • Create a City notification system for property owners with potential lease expirations • Implement a “Public Relations for Economic Development” training course for City employees 	<p>FY 06, ongoing</p> <p>FY 06, quarterly</p> <p>FY 05, ongoing</p> <p>FY 05, ongoing</p> <p>FY 07, ongoing</p> <p>FY 06, ongoing</p>

Objective 3:	Strategies	Tactics	Timeframes
Maintain commercial/retail occupancy at 95%	Attract upscale retailers to the City	<ul style="list-style-type: none"> • Through local property managers, annually identify specific retailers to attract to the City • Conduct a citywide survey to identify retailers to attract to the City • Advertise in ICSC and other retail trade publications • Attend annual International Council of Shopping Center (ICSC) Conference and retail industry events 	FY 06, ongoing FY 06 FY 05 FY 05, ongoing
	Attract neighborhood commercial and restaurants to Plantation Gateway	<ul style="list-style-type: none"> • Identify specific retailers and restaurants compatible with Plantation Gateway • Create a mailer and conduct a direct mail retail/restaurant attraction campaign for Plantation Gateway • Advertise in ICSC and other retail trade publications • Attend annual International Council of Shopping Center Conference and other retail industry events 	FY 06, ongoing FY 06 FY 05 FY 05, ongoing

Goal II: Attract New Real Estate Development

Objective 1:	Strategies	Tactics	Timeframes
Attract a mixed-use/lifestyle type development to the City.	Continue to market available opportunities for development and redevelopment	<ul style="list-style-type: none"> Host an annual event to promote real estate opportunities in the City Update real estate listing website brochure and mail to local brokers Develop advertising campaign to promote current mixed use development entitlements, through advertising and the City's website 	<p>FY 05, annually</p> <p>FY 06</p> <p>FY 06, ongoing</p>
	Target developers of successful lifestyle centers and mixed use developments	<ul style="list-style-type: none"> Identify quality mixed use and infill developers 	FY 06

Objective 2:	Strategies	Tactics	Timeframes
Increase the mix of housing opportunities in the City	Improve the perception about Plantation schools	<ul style="list-style-type: none"> Update the Plantation Schools publication Create an education web page on the City's website highlighting school programs, performance and City and business sponsored education programs. Develop a business/city sponsored recognition program for schools that improve. 	<p>FY 06, annually</p> <p>FY 06, ongoing</p> <p>FY 07</p>
	Improve affordability of housing in Plantation	<ul style="list-style-type: none"> Update and distribute to development community, Homeowner Assistance Program brochure Promote Homeowner Assistance programs on the web 	<p>FY 06</p> <p>FY 05</p>

Objective 3:	Strategies	Tactics	Timeframes
Attract new redevelopment projects to the City.	<ul style="list-style-type: none"> Target developers that specialize in redevelopment 	<ul style="list-style-type: none"> Identify quality mixed use and infill developers Promote City at Real Estate related trade shows and conferences Promote current development entitlements in Midtown and Gateway, through advertising, direct mail and the City's website Targeted advertising in real estate and development publications 	FY 06 FY 05, ongoing FY 05, ongoing FY 07
	<ul style="list-style-type: none"> Market redevelopment opportunities outside of special business districts. 	<ul style="list-style-type: none"> Organize Plantation Technology Park Association meeting(s). Identify, from cluster analysis, those clusters that are present or compatible with the Technology Park Create targeted Technology Park brochure. 	FY 05 FY 06 FY 06

Goal III: Attract Consumers to City businesses

Objective 1:	Strategies	Tactics	Timeframes
Increase accommodations, retail trade and food service sales	Increase patronage of City residents and employees to City businesses	• Develop a city loyalty business patronage program	FY 07, ongoing
		• Locate sponsored events in commercial business districts. Identify and sponsor (or identify sponsors) for new events.	FY 06
	Increase patronage of city businesses by visitors already in or coming to Plantation.	• Create a co-operative City shopping and dining guide	FY 06, annually
		• Advertise locally through special pull out sections and other features of the City	FY 05, ongoing FY 07
		• Implement a “customer service” training program for hospitality workers	FY 07
		• Locate visitor’s desk or kiosks at key activity generators centers	
	Attract vacationers and business travelers to Plantation.	• Work with hotels to create travel packages with local businesses, City events and recreational amenities.	FY 07
		• Evaluate City’s position in travel guides and city guides to update accuracy or listings	FY 06
		• Create a co-operative travel advertising campaign with local hotels and the Convention and Visitors Bureau	FY 06

Financial Plan

The following tables identifies the type of marketing activity, anticipated costs and fiscal year budgetary needs in order to implement this Marketing Strategy. All costs listed in this financial plan are to be borne by the general fund unless otherwise indicated. Co-operative marketing efforts will seek to share marketing costs with City businesses and other entities, however the estimated full cost is shown for budgetary purposes. It is anticipated that Economic Development staff will initiate implementation of the following activities, but many activities will be implemented in conjunction with other organizations, i.e. Greater Plantation Chamber of Commerce, City Advisory Boards, Broward Alliance, etc.

TACTICS	FY 05	FY 06	FY 07
Advertising			
Targeted advertising to identified cluster industries	--	--	\$10,000
Identify and participate in marketing opportunities through regional technology organizations	--	\$3,000	\$3,000
Conduct a direct mail campaign to attract technology-based businesses.	--	\$300	--
Place an annual ad in Florida Trend's Business Florida (1/3 page, circulation 200,000)	\$5,615	\$5,671	\$5,727
Place an annual ad in the Broward Alliance Economic Handbook (2/3 page, circulation 5,000)	\$3,785	\$3,822	\$3,840
Place an annual ad in the Plantation Chamber of Commerce Directory	\$4,500	\$5,000	\$5,000
Advertise in ICSC or other retail trade publications	\$3,000	\$3,000	\$3,000
Develop advertising campaign to promote mixed use development, redevelopment and entitlements	--	\$3,000	\$3,000
Advertise locally in special pull out sections and other features of the City	\$0	\$0	\$0
Subtotal	\$16,900	\$20,493.00	\$20,567.00

TACTICS	FY 05	FY 06	FY 07
Communications/Collateral			
Create a “Guide to Economic Development Services”	\$500	--	--
Create an Information Packet to send to new and prospective businesses	-	\$250	\$260
Develop a technology specific business attraction brochure and direct mail campaign	-	\$600	--
Update City marketing brochures	--	\$10,000	--
Create a mailer and conduct a direct mail retail/restaurant attraction campaign for Plantation Gateway	--	\$600 ¹	--
Update Real Estate listings brochure and mail to local brokers	--	\$600	--
Update “Plantation Schools” publication	--	\$2,300	\$2,400
Update Homeowner Assistance program brochures	--	\$300	--
Locate visitors desk or kiosks at key activity generators	--	--	\$3,000
Create targeted Technology Park brochure	--	\$600 ²	--
Create a co-operative advertizing Dining and/or Shopping Guide for the City.	--	\$600 ³	\$0
Create a co-operative travel advertising campaign with hotels and Convention and Visitors Bureau	--	\$0	--
Subtotal	\$500.00	15,250.00	\$5,660.00

¹To be funded through Plantation Gateway General Fund

²Shared cost with Plantation Technology Park Association

³Shared cost with retail and restaurant businesses

TACTICS	FY 05	FY 06	FY 07
Events			
Host an annual business appreciation event for businesses that receive special awards, top employers and businesses that reach milestones	-	\$4,000	\$4,000
Attend annual International Council of Shopping Center's events, or other retail industry events	\$2,000	\$2,000	\$2,000
Host an annual event to promote real estate development in the City	\$10,000	\$6,000	\$6,000
Organize Plantation Technology Park Association meetings	\$50	\$100	\$100
Locate sponsored events in commercial business districts. Identify and sponsor new events	--	\$1,000	\$2,000
Promote City real estate at local trade shows and conferences	--	\$2,900	\$1,000
Subtotal	\$12,050.00	\$12,000.00	\$11,100.00

TACTICS	FY 05	FY 06	FY 07
Public Relations			
Feature a City business in the Plantation Quarterly	\$0	\$0	\$0
Acknowledge businesses that receive special awards, make Book of Lists or are top 500 companies with a letter of special certificate	\$0	\$0	\$0
Send Plantation Quarterly to businesses	--	\$6,000	\$6,000
Assemble a business visitation/intervention team	\$0	\$0	\$0
Conduct monthly business visits and as needed interventions to businesses considering relocation	\$0	\$0	\$0
Create a City notification system for property owners with potential lease expirations/relocation	--	--	\$0

TACTICS	FY 05	FY 06	FY 07
Implement a “Public Relations for Economic Development” training course for all City employees	--	\$50	\$50
Develop a City/business sponsored recognition program for schools that improve	--	--	\$0
Develop a City loyalty business patronage program	--	--	\$600
Implement a “customer friendly” training program for all hospitality workers	--	--	\$50
Work with hotels to create travel packages with local businesses and City events and recreational amenities	--	--	\$0
Subtotal	\$0	\$6,050.00	\$6,700.00

TACTICS	FY 05	FY 06	FY 07
Research			
Assess City industry to identify significant business clusters analysis	--	\$0	--
Conduct cluster analyses on primary industries and identify trade publications and other media	--	\$0	--
Inventory citywide technology infrastructure and technology companies	--	\$0	--
Through local property managers, annually identify retailers to attract to the City	--	--	\$0
Conduct a citywide survey to identify retailers residents would like to attract to the City	--	--	\$0
Identify specific retailers and restaurants compatible with Plantation Gateway	--	\$0	--
Identify quality mixed use and infill developers	--	\$0	--
Identify from cluster analysis Tech Park clusters present or compatible with the Tech Park	--	\$0	--
Inventory current City and sponsored events	--	\$0	--
Subtotal	\$0	\$0	\$0

TACTICS	FY 05	FY 06	FY 07
Web-based			
Create a business oriented home page on the City's website	\$0	--	--
Link Enterprise Florida to the City's Economic Development Website	\$0	--	--
Create an e-news sign up page on the City's website	--	\$1,000	--
Create an education web-page		--	--
Promote available homeowner assistance programs	--	\$0	\$0
Subtotal	\$0	\$1,000.00	\$0
Total	\$29,450.00	\$54,793.00	\$44,027.00

Appendix 1

Plantation Gateway Strategic Marketing Plan

Appendix 2

Plantation Midtown Strategic Marketing Plan