

Water Taxi

Pompano Beach Sales & Marketing Plan





Miles of Waterways = Endless Travel with us

- **See Mega Yachts & Mansions:** Enjoy jaw-dropping views of the Yachting Capital of the World and the gorgeous homes along the waterway.
- **Get Around Town:** Convenient access to Water Taxi stops is available via Brightline and Circuit Cart, offering seamless connections and easy exploration.
- **Go Shopping:** Indulge in a day of shopping at a variety of shops and boutiques.
- **Hit the Beach:** Water Taxi offers convenient stops near the beach, including Pompano Beach Pier, making it your go-to for easy access to the shoreline.
- **Parks & Museums:** Explore attractions like Pompano Beach Cultural Center, Lighthouse Museum & Indian Mound Park.
- **Eat & Drink:** Feast at award-winning restaurants with world renowned chefs—or simply try bar-hopping at some of the most happening watering holes in South Florida!

You'll never experience the same trip twice when you ride with Water Taxi.



All-Day

Board when you would like, where you'd like, for as long as you'd like, between 10 a.m. and 10 p.m.



Evening

Happy-hour drink specials onboard and our best-value ticket giving you access from 5pm to 10pm.



Multi-Day & Annual Passes

Take advantage of 30 days or 365 days of unlimited cruising for a reduced monthly rate!

ROUTES & STOPS

- Water Taxi operates 362 days a year, closed only for local Boat Parades, Employee Appreciation Day & Christmas Day each year
- Water Taxi offers 10 different Pompano stops for passengers to embark/disembark, they can start & stop whenever they would like
- Connection available to 20 additional stops from Fort Lauderdale to Hollywood Beach
- The **ONLY** tour in South Florida to offer access for up to 12-hours each day with one single ticket

City of Pompano Beach



0 0.25 0.5 1 Miles

Water Taxi Landing	Address	City
Alsdorf Park	2901 NE 14 Street	Pompano Beach
Blue Moon	4405 W Tradewinds Avenue	Lauderdale by the Sea
Cap's Place	2765 NE 28 Court	Lighthouse Point
Indian Mound Park	1232 Hibiscus Avenue	Pompano Beach
NE 16th Street Park	3424 NE 16 Street	Pompano Beach
Port Royale	3101 Port Royale Blvd	Fort Lauderdale
Roy L Rogers Family Park	2700 N Ocean Blvc	Pompano Beach
Sands Harbor Resort & Marina	125 N Riverside Dr	Pompano Beach
Scott A Winters Memorial Park	1199 N Riverside Dr	Pompano Beach
Sergeant Chris Reyka Memorial Park	145 N Riverside Drive	Pompano Beach

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Title: **Water Taxi Exhibit A**




Water Taxi

Sales & Marketing Channels



CRUISE & SAVE PARTNERS

Water Taxi will establish partnerships with local Restaurants, Shops to provide our guests with exclusive discounts along our route.

In Fort Lauderdale/Hollywood, the Cruise & Save program helps to give over \$1 million worth of business to local partners every year with over 70 participating vendors!



Visit our digital guide for a complete list of Cruise & Save Partners



RESELLERS

Water Taxi will establish a local reseller portfolio of partners including Hotels, Restaurants & Shops. These resellers will be able to sell Water Taxi tickets and earn ancillary income, becoming Ambassadors of the Pompano Beach operation.

In Fort Lauderdale, Water Taxi has over 150 established reseller partners, many of which are already located in Pompano Beach, a number we expect to grow over 200 once operation begin



Experience the best way to see Greater Fort Lauderdale!

Enjoy narrated tours and explore what's to offer at our 20 stops. Your ticket grants you unlimited rides all day as well as access to our Fort Lauderdale Route and Hollywood Express Route. See more of Fort Lauderdale for less with Water Taxi.

Scan the QR Code to purchase tickets



Your Business



RESELLER CONT.

Water Taxi offers multiple channels through which resellers can seamlessly sell tickets including:

- **Concierge Links** – All new resellers are provided with a custom traceable link to track individual sales
- **QR code signage** - Allows partners to promote Water Taxi services while providing guests with a self-checkout option
- **Point of Sale** – Water Taxi works with coastal restaurants to seamlessly allow their waitstaff to sell tickets to guests through their point of sale system and add it to their check and bring it to the boat for redemption. Many restaurants include the tickets on their menu!

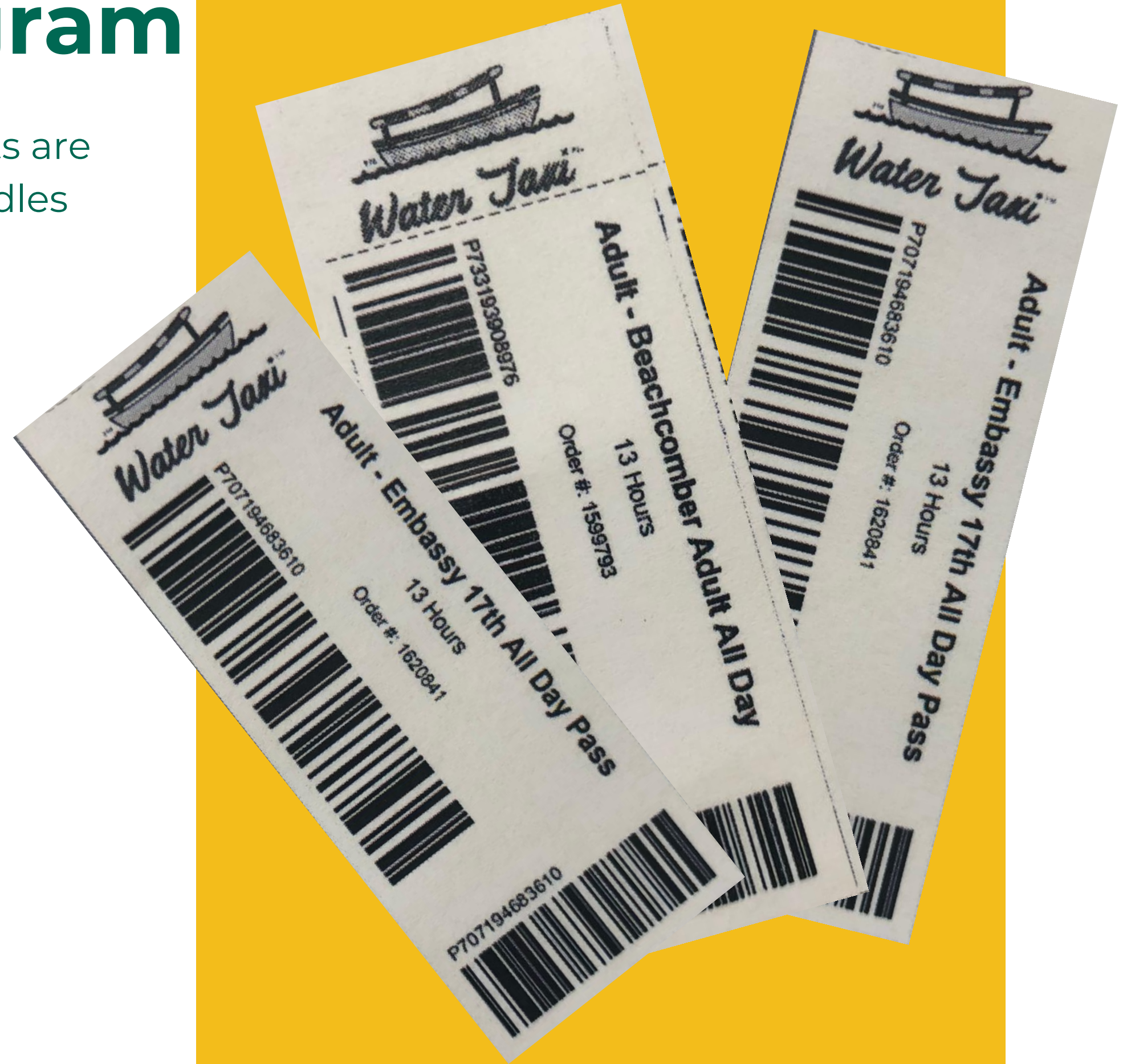


Partner Bundle Program

Water Taxi offers discounted tickets when tickets are purchased in bulk quantities to be used for bundles and other programs.

Examples of how clients utilize the program:

- Timeshare tour incentive
- Hotel package stays (stay & play)
- Hotel Resort Fee Amenity
- Hotel Rewards Program Perk
- Employee Perks & Rewards
- Guest entertainment & recovery
- Groups & Charters
- etc.



Community Partners

Water Taxi is a proud member and partner to many community and charitable organizations that help promote our services to the local community including:

- Pompano Beach Chamber of Commerce
- Pompano Beach Visitor Center
- Lauderdale-By-The-Sea Chamber of Commerce
- Lauderdale-By-The-Sea Visitor Center
- Non-profit organization partnerships (American Lung Association, Childrens Diagnostics Treatment Center, Big Brothers Big Sisters of Broward Couty, etc.)



Marketing Activities

Water Taxi creates brand awareness & markets our services through various channels

- Mad4Marketing is our agency of record
- Digital:
 - Watertaxi.com
 - Ongoing Google Ads campaigns
 - Ongoing programmatic digital ad campaigns
 - Ongoing paid social media marketing
 - Digital monthly newsletter (38k recipients)
- Print:
 - Promotion in local publications
 - Direct mail campaigns (RSVP, ValPak, etc.)
- We have an in-house Marketing Coordinator that handles all creative and organic social media
 - Facebook: 31k followers
 - Instagram: 20.4k followers
 - LinkedIn: 848 followers



An aerial photograph of a lake at night. Several water taxis are visible, some yellow and some white, moving across the dark water. The water reflects the lights from the taxis and the surrounding area. In the bottom left corner, there is a small, landscaped area with palm trees and a building, possibly a dock or a waterfront property.

Thank you!

We look forward to working with the City of Pompano Beach and making the return of Water Taxi service a great success with residents and visitors!



Make the Most of Your Day on the Waterway

With one ticket and unlimited rides, you can cruise a little, or cruise a lot – it's up to you!

ALL-DAY PASS

Includes unlimited rides to and from all of our stops, including our Hollywood route.

EVENING PASS

Experience the beauty of the city at night at a discounted rate starting at 5 PM.

MULTI-DAY PASS

Enjoy 30 days of unlimited rides.

GROUPS & PRIVATE CHARTERS

Discounts available for groups of 10+ or charter a boat for your private event and corporate gatherings.



Discover Fort Lauderdale effortlessly, one ticket, countless possibilities.



HOURS OF OPERATION

7 DAYS A WEEK

Fort Lauderdale Route

10 AM - 10 PM

Boats departing every 35-45 minutes
For boat schedule, visit: tracker.watertaxi.com

Hollywood Route

Stop 4 | Hilton Marina & Convention Center
9 AM • 11 AM • 1 PM • 3 PM • 5 PM • 7 M • 9 PM

Stop H1 | Margaritaville Beach Resort
10 AM • 12 PM • 2 PM • 4 PM • 6 PM • 8 PM • 10 PM

Water Trolley

Free service provided by the City of Fort Lauderdale
10 AM - 10 PM

FARES

TICKETS VALID FOR ALL ROUTES



BOOK NOW

PRE-PURCHASE TICKETS ONLINE

All Day Pass	\$40
Seniors age 65+ & Military w/ ID	
Active & Vets; US only	\$35
Children 5-11	\$20
Children Under 5	FREE
Evening Pass after 5 PM	\$25
Multi-Day Pass	\$105
<i>(Good for 30 days from first scan)</i>	
Annual Pass	\$349

Rain Or Shine · Public & Private Parking Available
*Prices and Schedules subject to change.

WaterTaxi.com • 954-467-6677

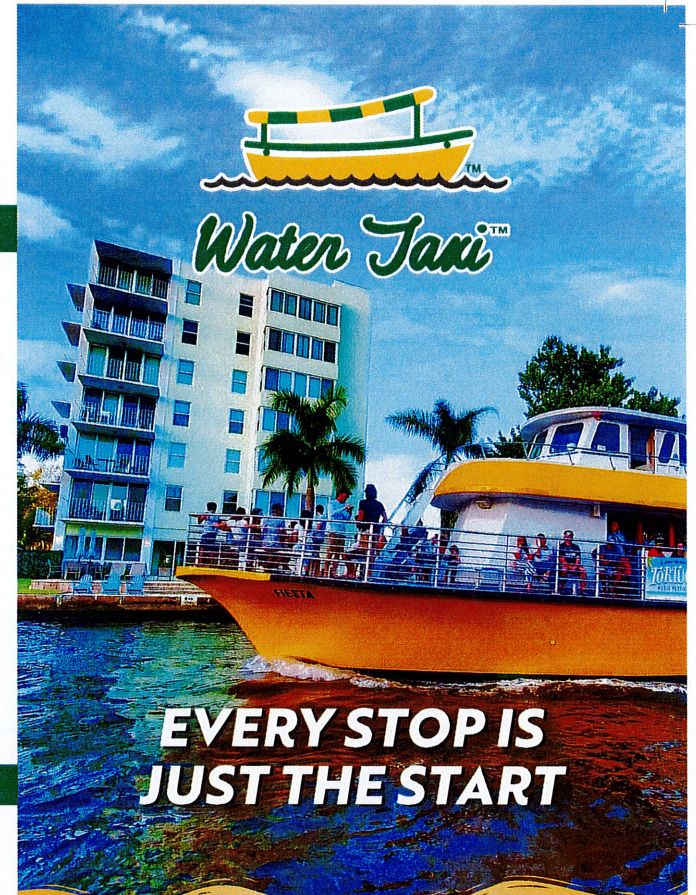


#1 Attraction in South Florida

All Water Taxi Vessels & Crew are U.S. Coast Guard Certified

FOLLOW US!  
@FortLauderdaleWaterTaxi

1223



EVERY STOP IS JUST THE START

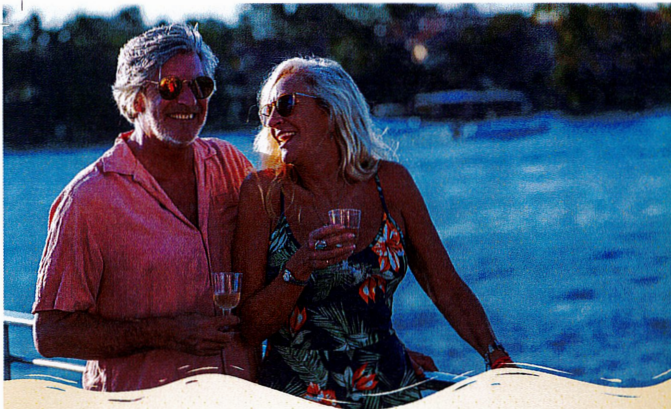
Welcome Aboard the Water Taxi – the best way to explore Fort Lauderdale!
No two rides are ever the same and we have something for everyone.

Ways to Ride

All-Day Pass • Evening Pass • Private Charters

WaterTaxi.com • 954-467-6677

PRE-PURCHASE REQUIRED



More Than Just A Boat Ride!

Gliding between 20 stops, you'll be instantly connected to the best of South Florida – including more than 60 "Cruise and Save" Partners – while learning more about the area from knowledgeable guides and taking in a different view every single time.



Show your same-day ticket for discounts and perks on food, drinks, and attractions with our 60+ Cruise & Save Partners.

You can board at any stop, refer to the address for directions

Fort Lauderdale Route

- 1 Riverside Hotel + Stranahan House 335 SE 6th Ave. (Transfer stop to Water Trolley/Access to Las Olas)
 - 2 Shops + Restaurants at Las Olas 904 E Las Olas Blvd. (At the end of SE 9th Avenue)
 - 3 15th Street Fisheries 1900 SE 15th St.
 - 4 Hilton Marina + Convention Center 1881 SE 17th St.
 - 5 South End of Bahia Mar 1001 Seabreeze Blvd.
 - 6 Swimming Hall of Fame 1 Hall of Fame Dr.
 - W Seville St. On Demand Whistle Stop 2901 Seville St. (Call office for pick up)
 - 7 GalleryOne Double Tree + Galleria Mall 2670 E Sunrise Blvd.
 - 8 Hugh Taylor Birch State Park 3109 E Sunrise Blvd. (This stop closes at sunset)
 - 9 Shooters Waterfront 3033 NE 32nd Ave.
 - 10 Bokamper's Sports Bar & Grill 3115 NE 32nd Ave.
- Recommended Parking Areas
 Beach Access

ROUTES, STOPS & TRACKER



Real-Time Boat Tracker



Hollywood Express Route

- 4 Hilton Marina + Convention Center 1881 SE 17th St. (West side under the 17th Street Bridge. Transfer stop to Fort Lauderdale)
- H1 Margaritaville Hollywood Beach Resort + Broadwalk + Beach 1111 N Ocean Dr.

Water Trolley

- Laura Ward Park
- Esplanade Park
- Plus six additional stops along The Riverwalk

Fort Lauderdale Beach

Hollywood Beach



Over **60+ PARTNERS** across **20 STOPS** — each one offering unique ways to save during your visit. Each trip is a new experience, especially when you enhance your tour with our esteemed partners — and special discounts — through Cruise & Save.

Simply show your Water Taxi pass at participating locations to unlock your special savings and perks.

Where Will You Go First?



WaterTaxi.com  **CIRCUIT**

Circuit Cart - Fort Lauderdale

Circuit provides eco-friendly transportation in Fort Lauderdale with an all-electric shared vehicle fleet, eliminating parking and traffic hassles. Arrive at Water Taxi stops effortlessly using the FREE Circuit app. Download it now for a convenient and environmentally conscious ride in the city.

Water Taxi Stops

- STOP 1 & 2 – Las Olas Boulevard
- STOP 5 – Fort Lauderdale Beach
- STOP 6 – Swimming Hall of Fame
- STOP 7 – GalleryOne Double Tree + Galleria Mall

Circuit Cart - Service Hours

- Monday - Thursday — 6:30 AM - 10:00 PM
- Friday — 6:30 AM - 11:00 PM
- Saturday — 8:00 AM - 11:00 PM
- Sunday — 8:00 AM - 8:00 PM

How to Use Circuit

1. Download the App
2. Enter Location
3. Wave down a driver or request pick up

www.ridecircuit.com



Visit our digital guide for a complete list of Cruise & Save Partners

WaterTaxi.com • 954-467-6677

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STOP 1

BOATHOUSE AT THE RIVERSIDE

10% OFF Entire Bill
620 SE 4th St. | (954) 377-5494
boathouserside.com

NEW RIVER CAFÉ AND BAKERY

10% OFF Entire Bill (Food Only)
+1 FREE New River Cinnamon Bun
420 SE 6th Ave. | (954) 377-5500
newrivercafeandbakery.com

WILD SEA OYSTER BAR & GRILLE (RIVERSIDE HOTEL)

10% OFF Entire Bill
620 E. Las Olas Blvd. | (954) 467-2555
wildsealolas.com

HISTORIC STRANAHAN HOUSE

\$2 OFF Guided Tour
335 SE 6th Ave. | (954) 524-4736
stranahanhouse.org

HOF'S HOUSE OF SWEETS

10% OFF Entire Bill
601 E Las Olas Blvd. | (954) 368-4320
hofshouseofsweets.com

YOLO

10% OFF Entire Bill
333 E Las Olas Blvd. | (954) 523-1000
Yolorestaurant.com

STOP 2

GUY HARVEY

15% OFF In Store Purchase
(Excluding Original Art)
816 E Las Olas Blvd. | (954) 769-1996
guyharvey.com

AMERICAN SOCIAL

15% OFF Entire Check
721 E Las Olas Blvd. | (954) 764-7005
americansocialbar.com

EL CAMINO LAS OLAS

FREE Chips & Salsa With Any Purchase
817 E Las Olas Blvd. | (954) 530-1188
elcaminofla.com

LOUIE BOSSI'S

Complimentary House Wine with
Purchase of Entree. (Limit 1 Per Person)
1032 E Las Olas Blvd. | (954) 356-6699
LouieBossi.com

SOUTHERN TIDE

10% OFF Total Purchase
720 E Las Olas Blvd. | (954) 318-6714
southern-tide.com

MARLIN BAR AT TOMMY BAHAMA

Complimentary Appetizer
with Purchase of Entrée
740 E Las Olas Blvd. | (954) 527-8868
tommybahama.com

B SQUARE BURGERS & BOOZE

10% OFF Entire Bill
1021 E Las Olas Blvd. | (954) 999-5216
bsquareburgers.com

STOP 3

15TH STREET FISHERIES

One Complimentary Sorbet
with Purchase of Entrée
1900 SE 15th St. | (954) 763-2777
15streetfisheries.com

STOP 4

DOCKSIDE PROVISIONS AT THE HILTON FORT LAUDERDALE MARINA

20% OFF Entire Bill
1881 SE 17th St. | (954) 463-4000
hilton.com

PRESS AND GRIND

15% OFF Your Order
1300 SE 17th St. | (954) 368-5788
pressandgrindcafe.com

CARLOS & PEPE'S

20% OFF Drinks with Purchase of an
Entrée (Limit 1 Per Person)
1302 SE 17th St. | (954) 467-8335
carlosandpepesfl.com

STOP 5

BO'S BEACH

BOGO Drink (of Equal or Lesser Value)
600 Seabreeze Blvd. | (954) 616-8315
BosBeach.com

BUBBA GUMP SHRIMP CO.

Free Appetizer or Kids Meal
429 S Fort Lauderdale Beach Blvd.
(954) 463-0777 | bubbagump.com

STOP 6

SEÑOR FROGS

15% OFF (Food Only)
225 S Fort Lauderdale Beach Blvd.
(754) 223-2180 | senorfrogs.com

INTERNATIONAL SWIMMING HALL OF FAME

10% OFF Entire Purchase at Giftshop
1 Hall of Fame Drive | (954) 462-6536
ishof.com

LONA AT THE WESTIN FTL BEACH

One FREE Traditional Guacamole
For The Table w/Entrée Purchase
321 N Fort Lauderdale Beach Blvd.
(954) 245-3069 | lonarestaurant.com

LA FUGA AT THE KIMPTON SHOREBREAK

FREE Glass of House Wine with
Purchase of Entrée
2900 Riomar St. | (954) 908-7308
lafugarestaurant.com

S3 - SUN SURF SAND AT THE HILTON FORT LAUDERDALE BEACH RESORT

15% OFF Food Only
505 N Fort Lauderdale Beach Blvd.
(954) 523-7873 | S3Restaurant.com

CAFÉ DEL MAR

20% OFF (Food Only)
101 S Fort Lauderdale Beach Blvd.
(954) 414-1024 | cafedelmarfl.com

STOP 7

VUE ON THE WATER AT GALLERYONE DOUBLE TREE

10% OFF Entire Bill
2670 E Sunrise Blvd. | (954) 564-3800
galleriamall-fl.com

GALLERIA MALL

See Visitor Info Desk for Coupon Booklet
2414 E Sunrise Blvd. | (954) 564-1015
galleriamall-fl.com

JET SKI FL AT GALLERYONE DOUBLE TREE

10% OFF Jet Ski Rental
2670 E Sunrise Blvd. | (954) 383-8724
JetSkiFortLauderdaleFL.com

STOP 8

THE GRILL AT THE GROVE

5% OFF Bill (Excluding
Alcoholic Beverages)
3109 E Sunrise Blvd. | (754) 324-4660
thegrovehughtaylorbirch.com

THE GROVE ACTIVITY RENTAL

5% OFF Rental
3109 E Sunrise Blvd. | (754) 324-4660
thegrovehughtaylorbirch.com/rentals

BONNET HOUSE

\$2 OFF Admission
900 N Birch Rd | (954) 563-5393
Bonnethouse.org

STOP 9

SHOOTERS WATERFRONT CAFE

10% OFF (Food Only)
3033 NE 32nd Ave. | (954) 566-2855
ShootersWaterfront.com

STOP 10

BOKAMPER'S SPORTS BAR & GRILL

BOGO on 1st Drink (Of Equal or
Lesser Value)
3115 NE 32nd Ave | (954) 900-5584
bokampers.com

HOLLYWOOD

MARGARITAVILLE HOLLYWOOD BEACH RESORT

1111 North Ocean Dr. | (954) 874-4444
Mhbr.com
10% OFF Food & Beverage at Resort Casual
Waterfront Dining Locations Including:



- 5 o'Clock Somewhere Bar & Grill
- Margaritaville Restaurant
- LandShark Bar & Grill
- JWB Prime Steak and Seafood

BILLY'S STONE CRAB

10% OFF Entire Bill
400 N Ocean Dr. | (954) 923-2300
Crabs.com

GG'S WATERFRONT

10% OFF Entire Bill
606 N Ocean Dr. | (954) 929-7030
GGSWaterfront.com

FOLLOW US!  

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SCAN ME to access our
interactive digital guide with
over 50 more partner offers!

Water Taxi Partner Rights: Water Taxi Cruise & Save Partners reserve the right to modify or cancel Cruise & Save discounts at any time without notice. There may also be blackout periods, such as Happy Hours where the discount isn't honored. Water Taxi Cruise & Save discounts can't be combined with other offers. Please contact the specific Cruise & Save partner prior to your visit if you have any questions or concerns.