

**POMPANO
BEACH
ECONOMIC
DEVELOPMENT
COUNCIL**

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A public-private partnership
between the City of Pompano
Beach and the business
community to promote
economic development.

April 5, 2022

To: Mayor, Vice Mayor & Commissioners

We are pleased to submit for your consideration and adoption the 2022 Pompano Beach Tourism Strategic Plan (TSP). This plan is the result of a 2-year collaborative effort of local stakeholders, the Chamber of Commerce, the City of Pompano Beach and the Economic Development Tourism subcommittee.

By way of background, as the Country was coming out of the Great Recession in 2009, then Mayor Lamar Fisher created the Mayor's Economic Stimulus Task Force to identify ways in which Pompano Beach could make things happen rather than wait for them to happen. In 2009 the task force embarked on an ambitious campaign to produce a series of recommendations of how the City could become a key catalyst for economic activity and business investment in Pompano Beach. Those recommendations, which included a tourism and marketing initiative, were ultimately adopted by the City Commission in April of 2010. It is worth noting that many participants and key community stakeholders in the 2009 Task Force also participated in the preparation of the 2022 TSP.

Below are some of the recommendations from the initial plan that have been implemented:

- Dedicated individual/position to focus on Tourism – Hired Tourism Manager in 2013
- Focus on target markets –
 - Partnered with the Broward CVB on over 60 sales missions across the country
 - Attended over 15 statewide events targeting international visitation
- Create a Brand – Florida's Warmest Welcome was launched in 2011
- Create Comprehensive Visitors Guide – Version 3 now in publication
- Create new visitors center – Visitor's Center in the Fishing Village opened in 2018, now operated by city staff

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- Create new Visitor Website - Visitor website page launched in 2013. Produced 2 tourism videos
- Webcams – launched fishing pier 2014 and Hillsboro Inlet 2017.

In 2019, the Tourism Committee determined that it was time to review the progress we made toward achieving the 2010 recommendations by identifying the goals we met or exceeded, evaluating the challenges we faced in the market, acknowledging where we came up short, and more importantly, developing a plan to move forward.

The 2022 TSP is that roadmap for moving forward and it is our sincere hope the City Commission will adopt it and support the implementation of the many important goals and objectives contained therein.

Sincerely,



Tom DiGiorgio Jr., Chair

 by E.B.
Rob Wyre, Vice Chair, EDC
Chair, Tourism Committee