Planning and Marketing Services

Longboat Key, December 11, 2012

Agenda

- Team capabilities and experience
- Challenges, opportunities, and approach
- Why our team?

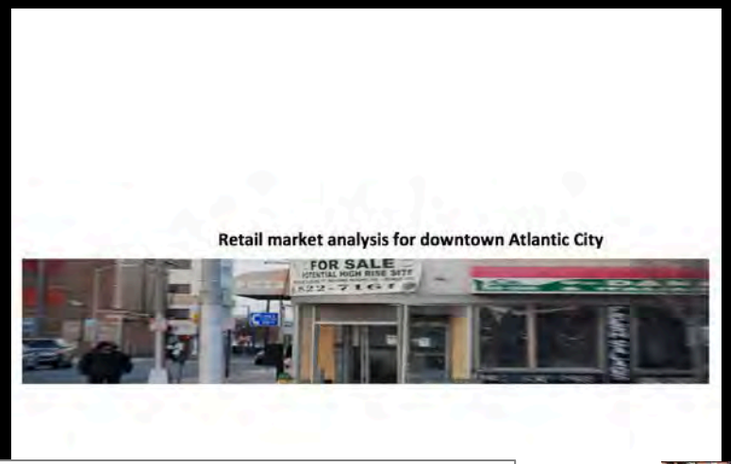
Team capabilities and experience

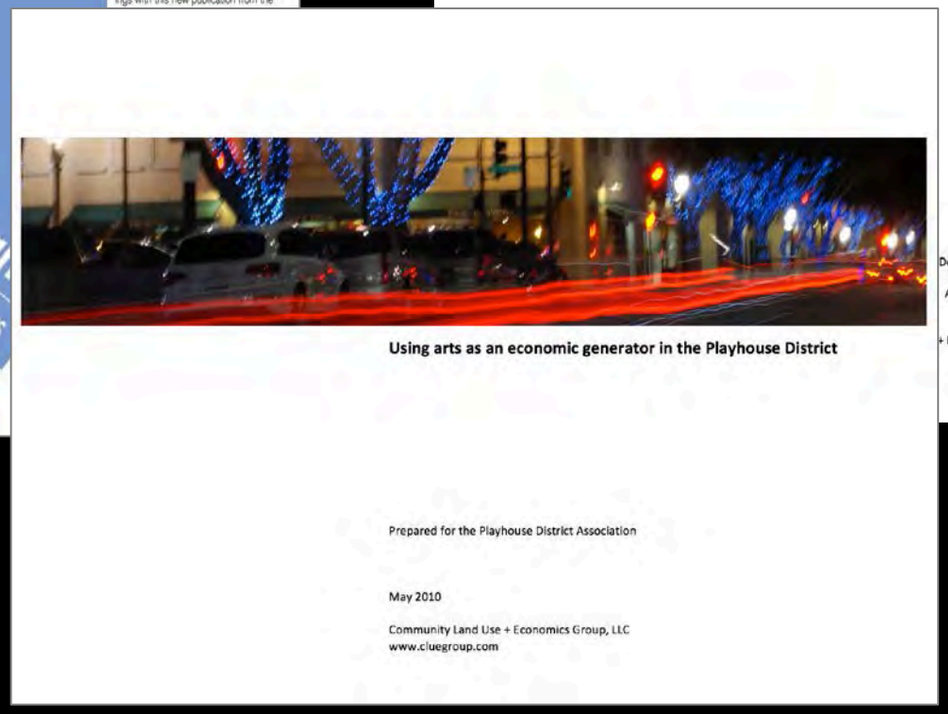
Multi-disciplinary and Integrated

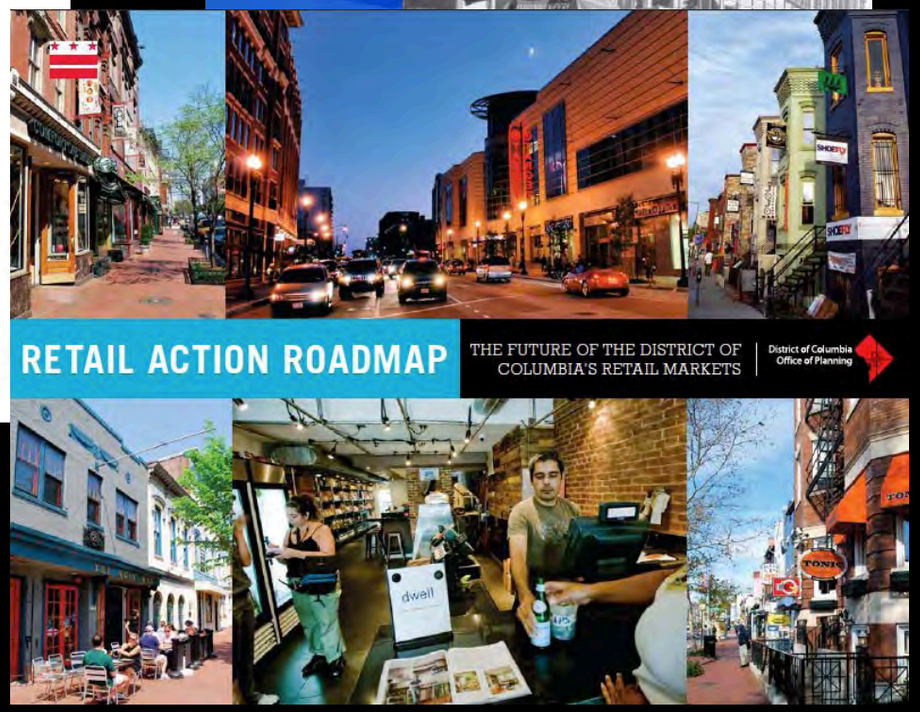
ACP
visioning + planning

Manatee County * Amherst * Hyattsville * Dublin * Winter Haven
Petoskey * Santa Fe * Columbus * Lakeland * Collier County * Cape Coral
Oceanside * Fort Wayne * Kona * Myrtle Beach * Sarasota County

Community Land Use + Economics Group, LLC







Atlantic City * Batavia * Beverly * Bitterroot Valley * Bristol * Carlsbad
Concord * Coral Gables * Del Mar * Evanston * Geneva * Hempstead
Highland Park * Huntington Station * Independence * Lee's Summit
Locust Grove * Lubbock * Mobile * Muncie * Pasadena * Perdido Key
Racine * Seaside * Seattle * Springfield * Ventura * Washington

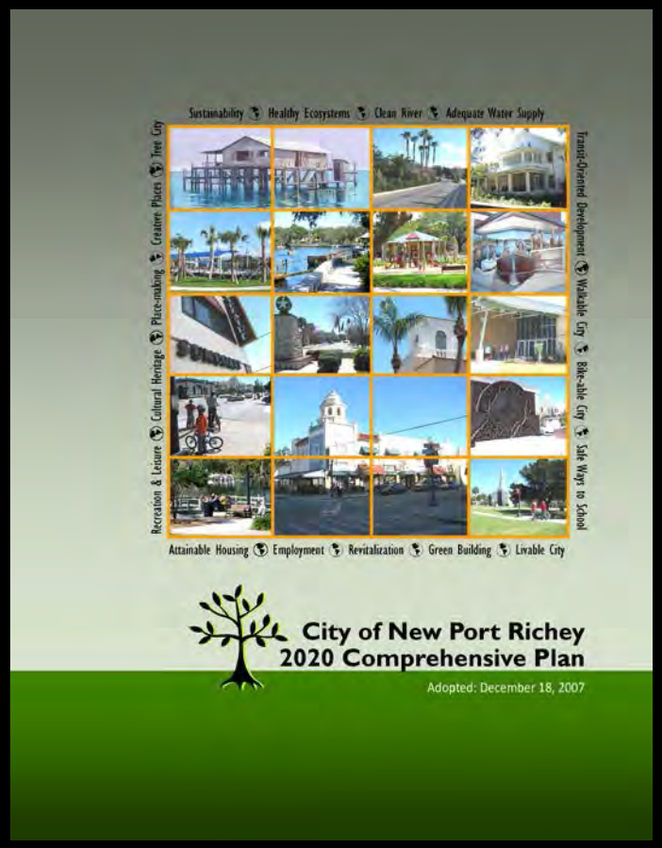
Sandy HILLMAN Communications

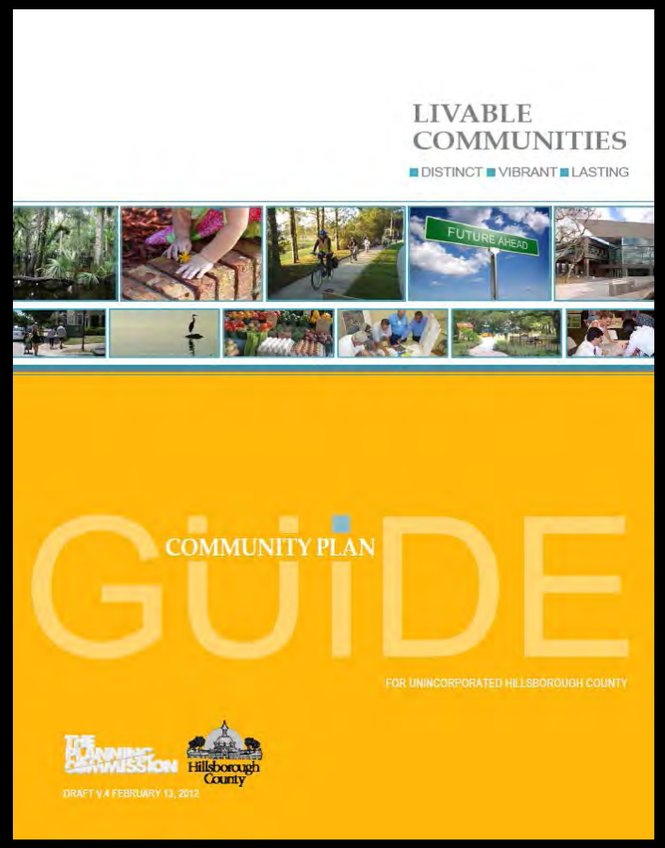
pr+

Baltimore * Cape Cod * Chattanooga * Buffalo * Charleston * Edinburgh
Milwaukee * New Haven * New Orleans * Norfolk *Pittsburgh * Richmond
Curacao * Lake Tahoe * New York City * Niagara Falls * San Diego
St. Maarten * Singapore

vranaconsulting

- Land Use
- Transportation
- Sustainability
- Community

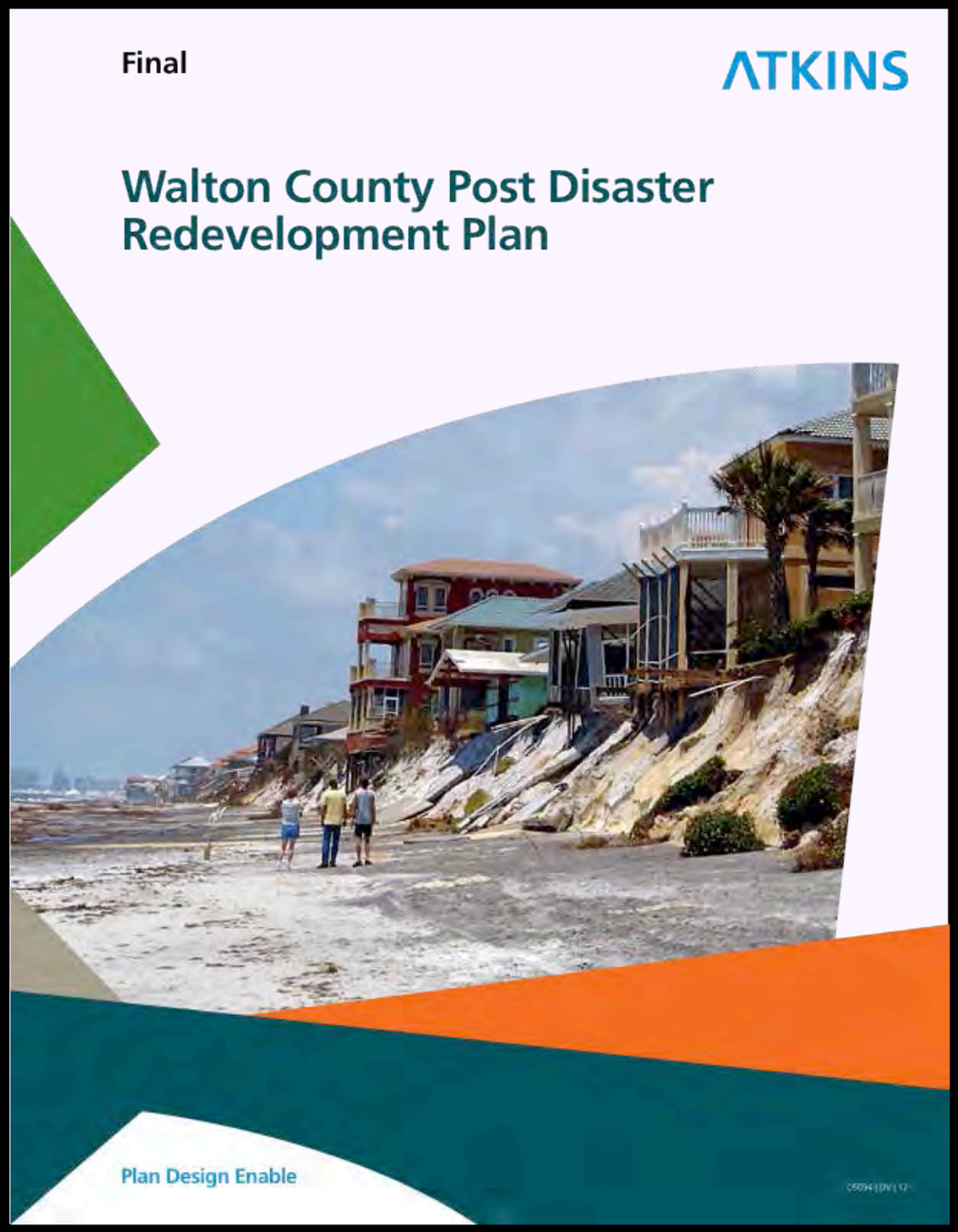




* Manatee County * Palmetto * FDOT D1* Clearwater * St. Petersburg * Hillsborough County * Miami-Dade * New Port Richey * Port Richey * * Zephyrhills * Dade City * Winter Haven * Indian Rocks Beach *

Michael R. Wood

Land Use Planning



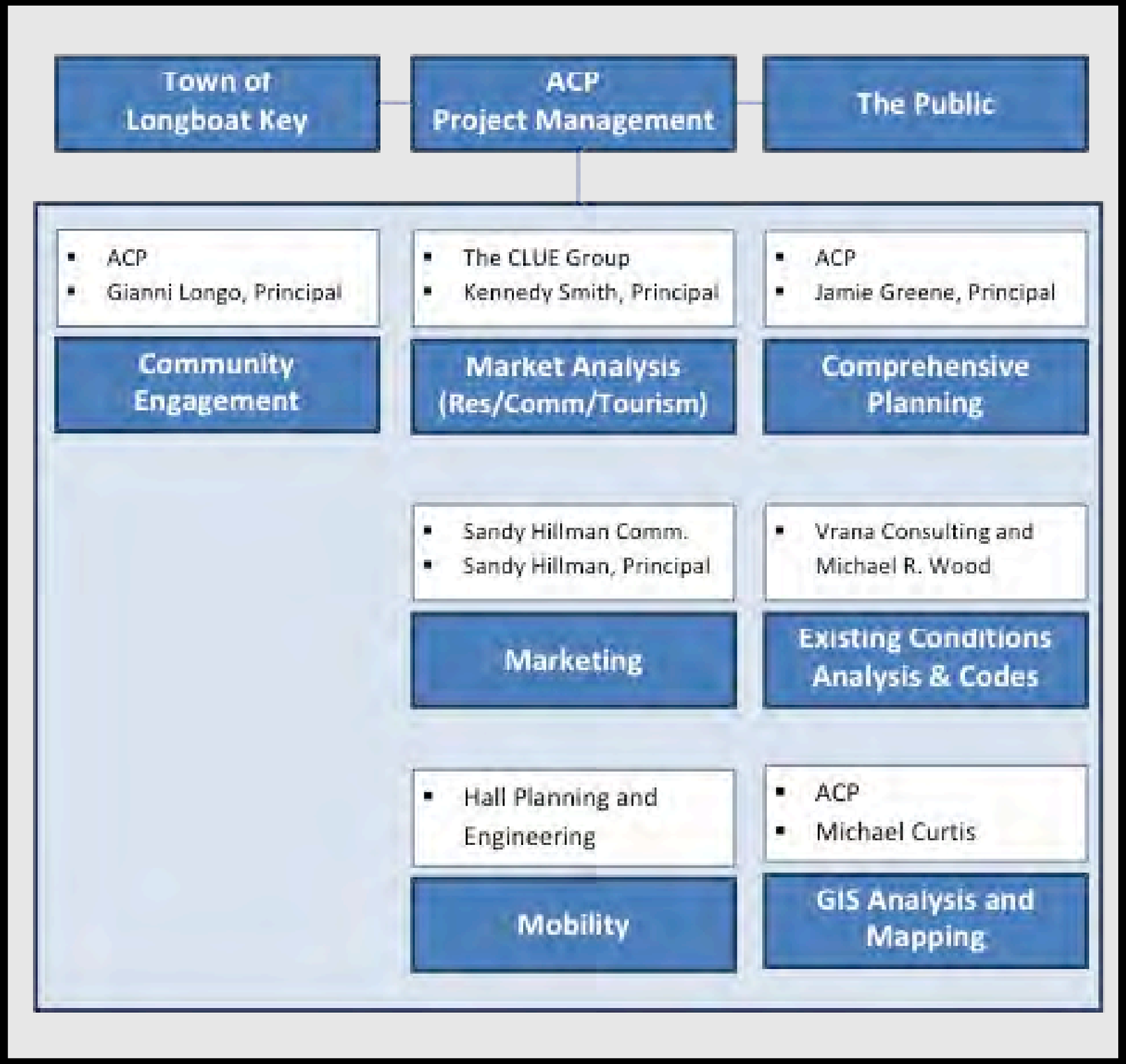
Manatee County * Manatee Village * Walton County

HPE
Hall Planning & Engineering, Inc.

Livable Transportation and Complete Streets

In Summary

- Principal led
- Leaders in our respective fields
- Worked together extensively
- Specific local knowledge

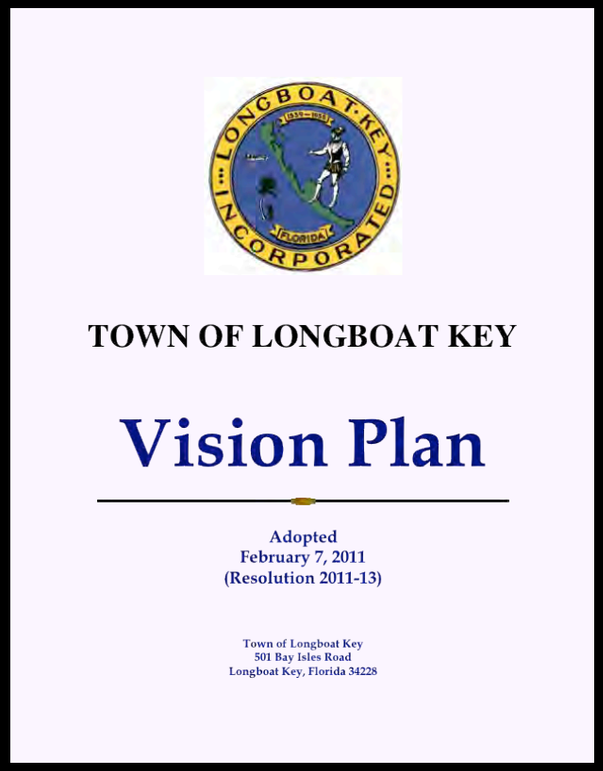


Challenges, opportunities, and approach

FUTURE

DO NOT
CHANGE
STAY PUT

INNOVATION



TOWN OF LONGBOAT KEY

Vision Plan

Adopted
February 7, 2011
(Resolution 2011-13)

Town of Longboat Key
501 Bay Isles Road
Longboat Key, Florida 34228

Approach

- Listening sessions
- Review sessions
- Community Choices Workshop
- Policy framework for the plan

Housing, retail, tourism

Approach

- Initial research

Retail sales void analysis for Longboat Key

NAICS	Description	Supply	Demand	Gap
441	Motor vehicle + parts dealers	873,000	50,065,000	(49,192,000)
442	Furniture + home furnishings stores	158,000	7,870,000	(7,712,000)
4431	Electronics + appliance stores	370,000	5,888,000	(5,518,000)
444	Bldg materials, garden equip., supply stores	336,000	9,984,000	(9,648,000)
445	Food + beverage stores	19,369,000	45,273,000	(25,904,000)
446	Health + personal care stores	323,000	7,967,000	(7,644,000)
447	*Gasoline stations*	*NR*	*32,326,000*	*(32,326,000)*
448	Clothing + clothing access. stores	1,210,000	8,593,000	(7,383,000)
451	Sporting goods, hobby, book, music stores	258,000	2,518,000	(2,260,000)
452	*General merchandise stores*	*NR*	*18,703,000*	*(18,703,000)*
453	Miscellaneous store retailers	497,000	3,859,000	(3,362,000)
454	Nonstore retailers	0	12,698,000	(12,698,000)
722	Food services + drinking places	31,514,000	34,321,000	(2,807,000)
		54,908,000	240,065,000	(185,157,000)

Housing, retail, tourism

Approach

- Initial research
- Detailed analysis

Housing, retail, tourism

Approach

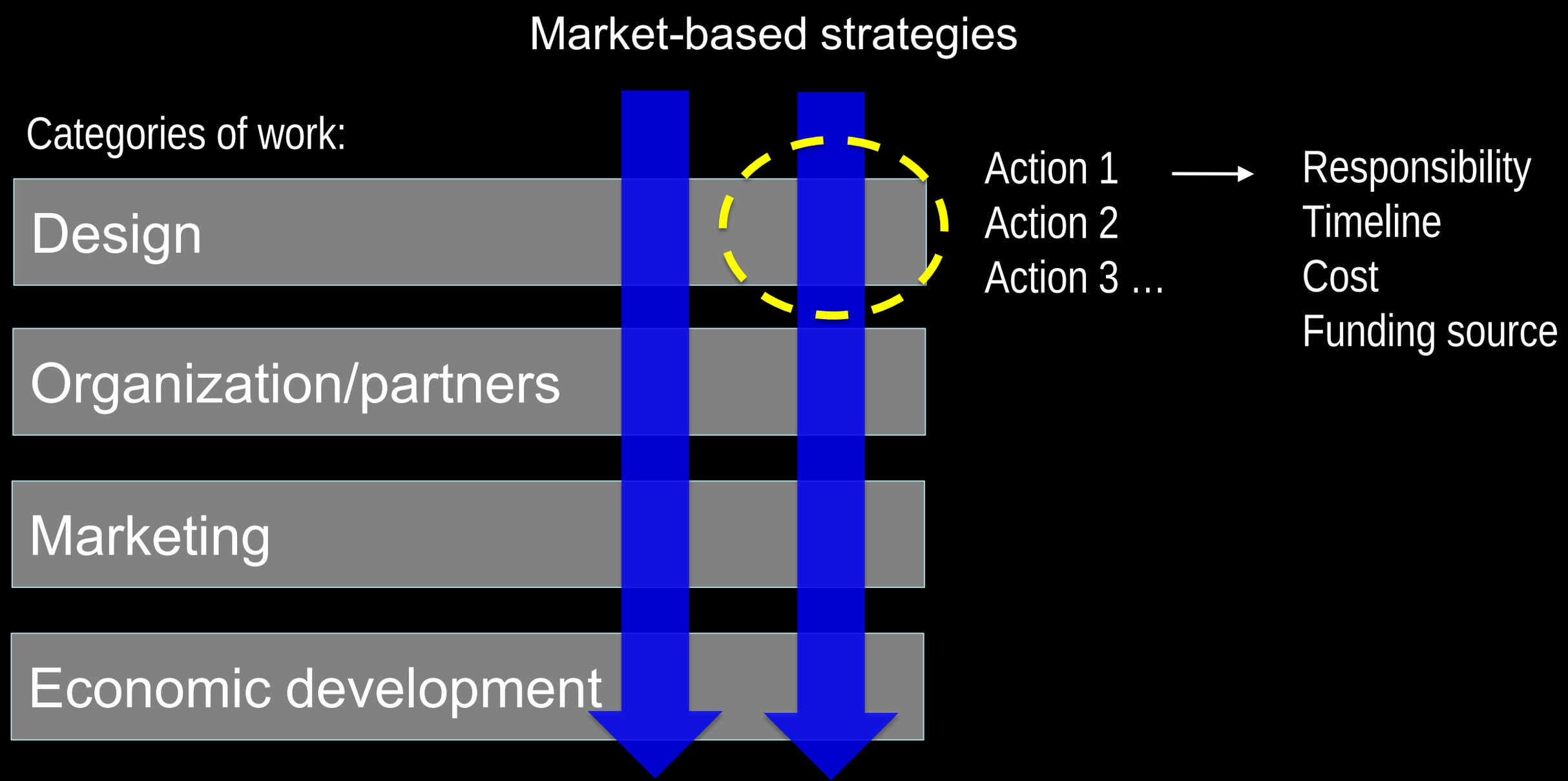
- Initial research
- Detailed analysis
- ID and explore the feasibility of ideas and options

Housing, retail, tourism

Approach

- Initial research
- Detailed analysis
- ID and explore the feasibility of ideas and options
- Practical implementation strategies

A detailed plan of priority activities



Housing, retail, tourism

Approach

- Authentic experiences of Longboat Key
- Strengthen existing businesses
- Physical development + business development

Marketing

Challenges

- Baby Boomers: Attitudes and Behaviors
  - Recession: Loss of wealth. Reduction of retirement account
  - Decline in second home sales. Postponing
  - Constrained credit market
- Island perspective: Development/redevelopment
  - Major resorts are now showing signs of age
  - Decreasing number of units devoted exclusively to tourism
- Need for full-suite of active lifestyle product
  - Search for lifelong learning
  - Interest in activities beyond golf and tennis
    - Maintain / Increase / Identify suitable amenities for residents and visitors
  - Identify and satisfy “next generation” needs
    - Maintain / Improve Quality. Variety of island-based recreational and educational opportunities

Marketing

Opportunities

- New Product Development
  - View LBK as a single, integrated resort
- New Definition of Aging
  - Position LBK as active lifestyle retreat
  - 65+ cohort “thinks young”
- Location
  - Proximity to Sarasota and beaches of note

Marketing

Approach: Data-Driven

- Define the audiences
- Review existing data, field research and gap analysis
- Develop and test messages
- Create a strategic communication plan

Marketing

Action: Message Centric

- Media outreach
  - National media
    - Travel and business media
    - Promote exclusive, active lifestyle. Escape and work.
  - Regional media
    - Home décor and lifestyle media
    - Showcase housing interiors; landscaping; amenities; events
  - Hometown media
    - Daily print: Activities/accomplishments of the residents
- Events marketing
  - Build portfolio of and promote high profile events
    - Culinary
    - Cultural
    - Educational

Land use and zoning

Challenges

- Affection for the status quo
- Density limitation (disincentive)
- Referendum requirement
- Development policy/process

Land use and zoning

Opportunities

- Strong natural amenities
- Untapped market potential
- Sensitive infill
- Distinct district identities
- Listening and learning

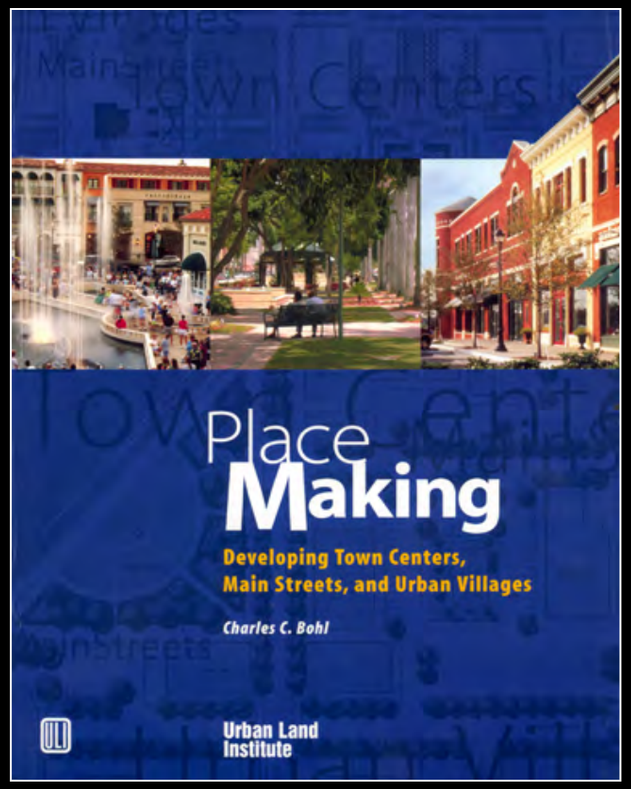
Land use and zoning

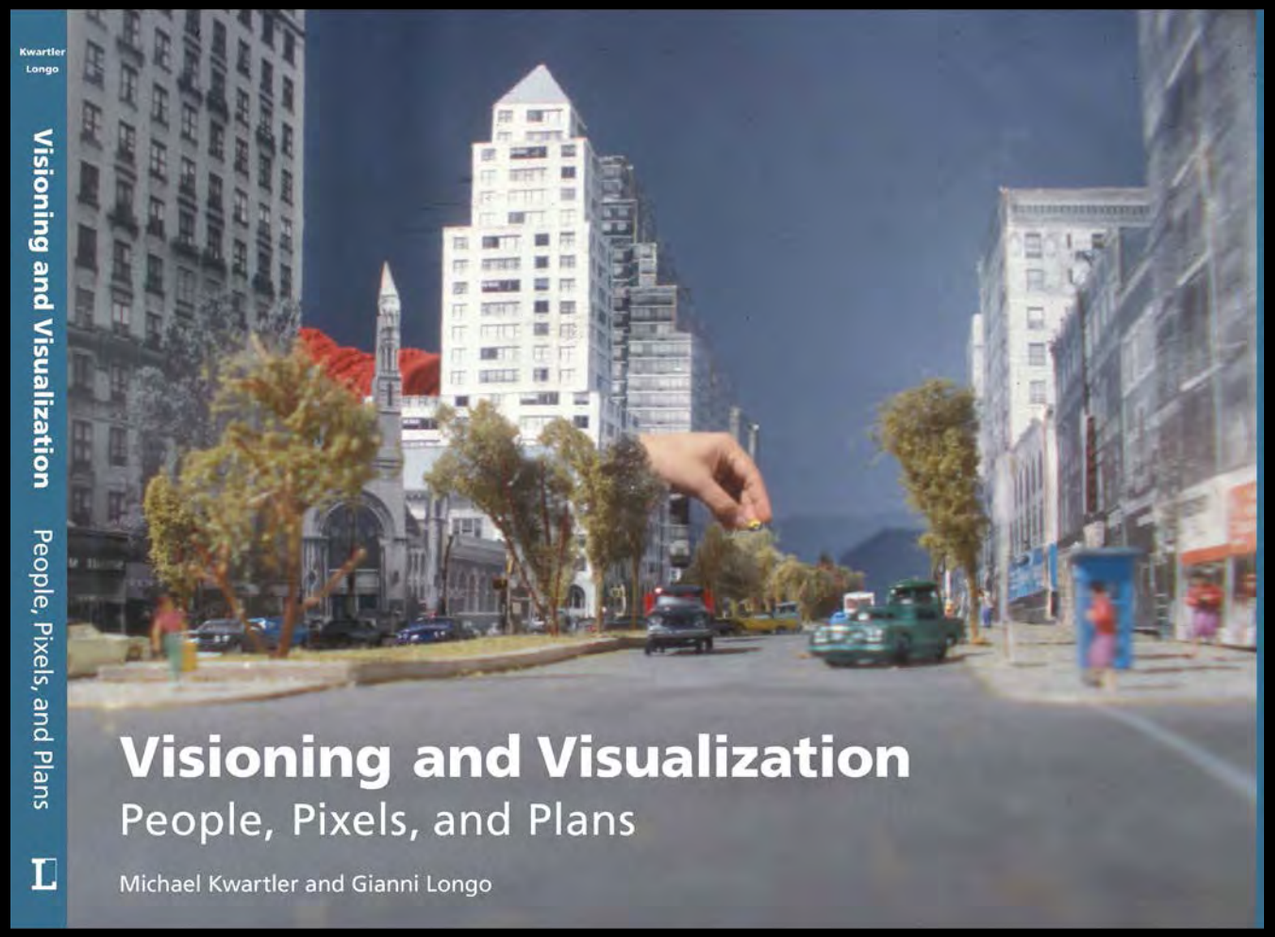
Approach

- Integrate intuitive input and research
- Review existing documents (policy and legal)
- Identify key development areas
- Prepare policy recommendations
- Prepare amendment language for adoption

Why our team?

- National and Florida experience
- Local public sector perspective
- A place-based approach respectful of community priorities
- Commitment to implementation





Thank You