THE VILLAGE OF KEY BISCAYNE

Communication Campaign Update

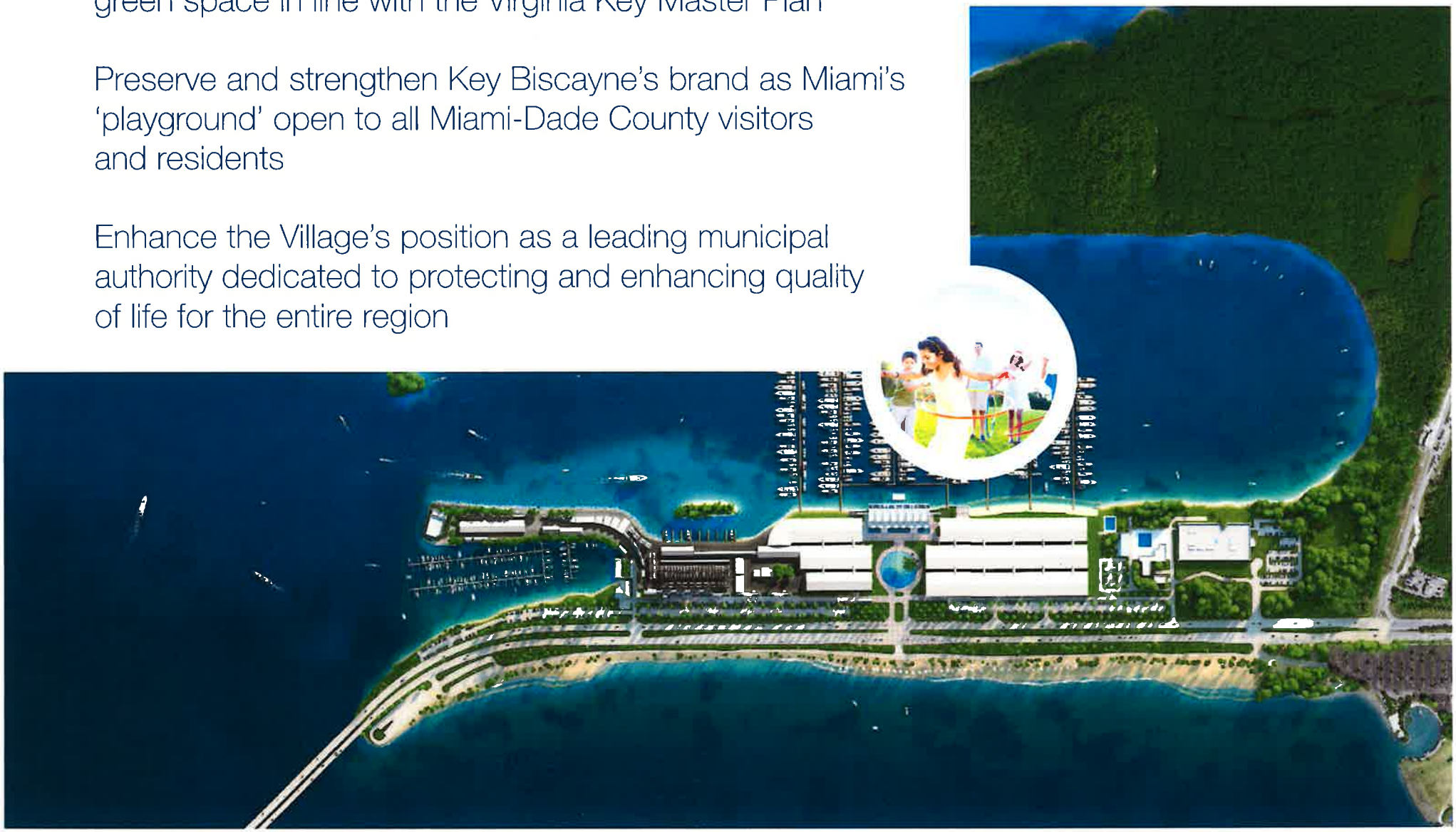
Schwartz
MEDIA STRATEGIES
PR > Marketing

CAMPAIGN OBJECTIVES

Advocate for the Marine Stadium site as public waterfront green space in line with the Virginia Key Master Plan

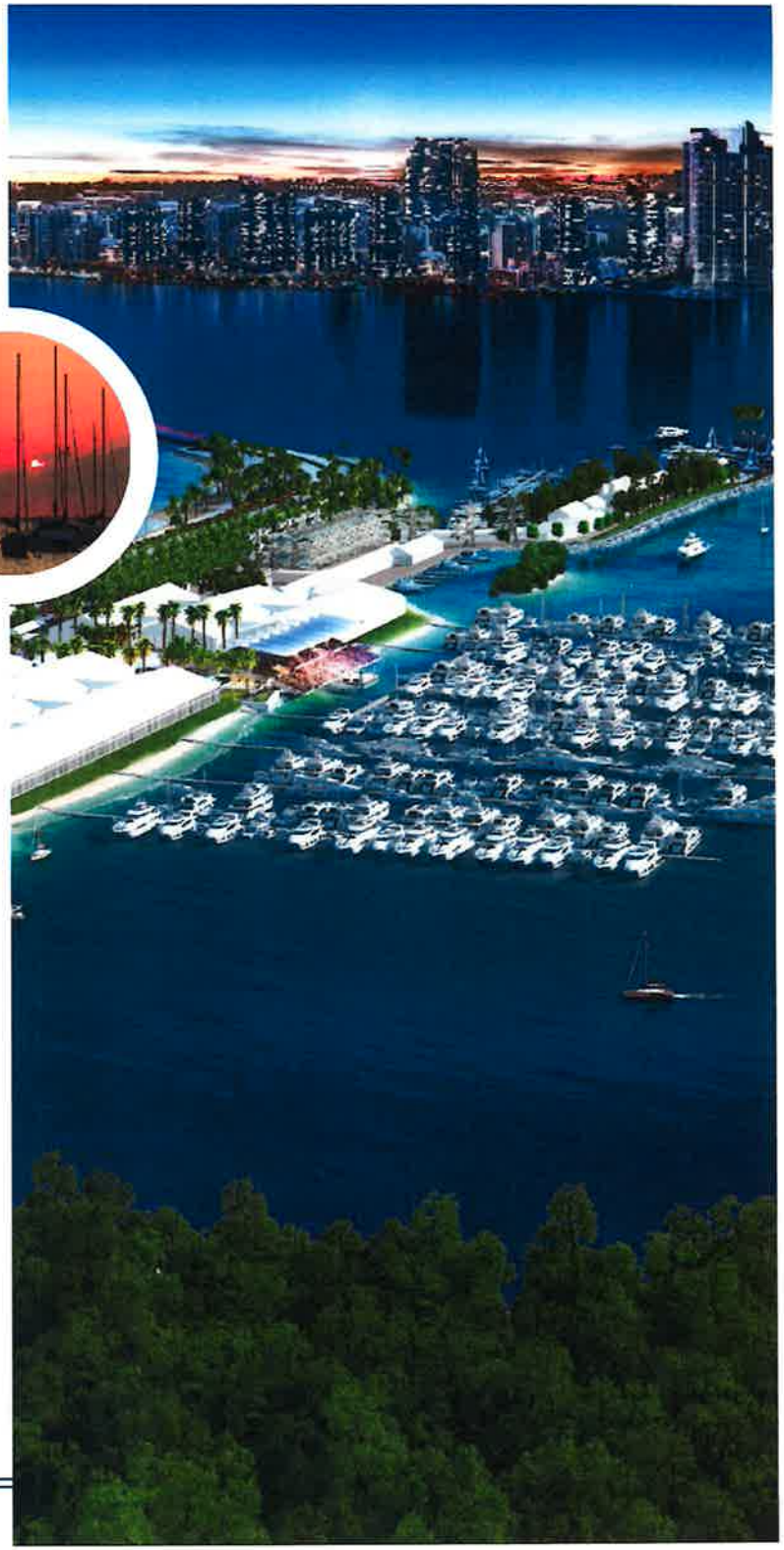
Preserve and strengthen Key Biscayne's brand as Miami's 'playground' open to all Miami-Dade County visitors and residents

Enhance the Village's position as a leading municipal authority dedicated to protecting and enhancing quality of life for the entire region



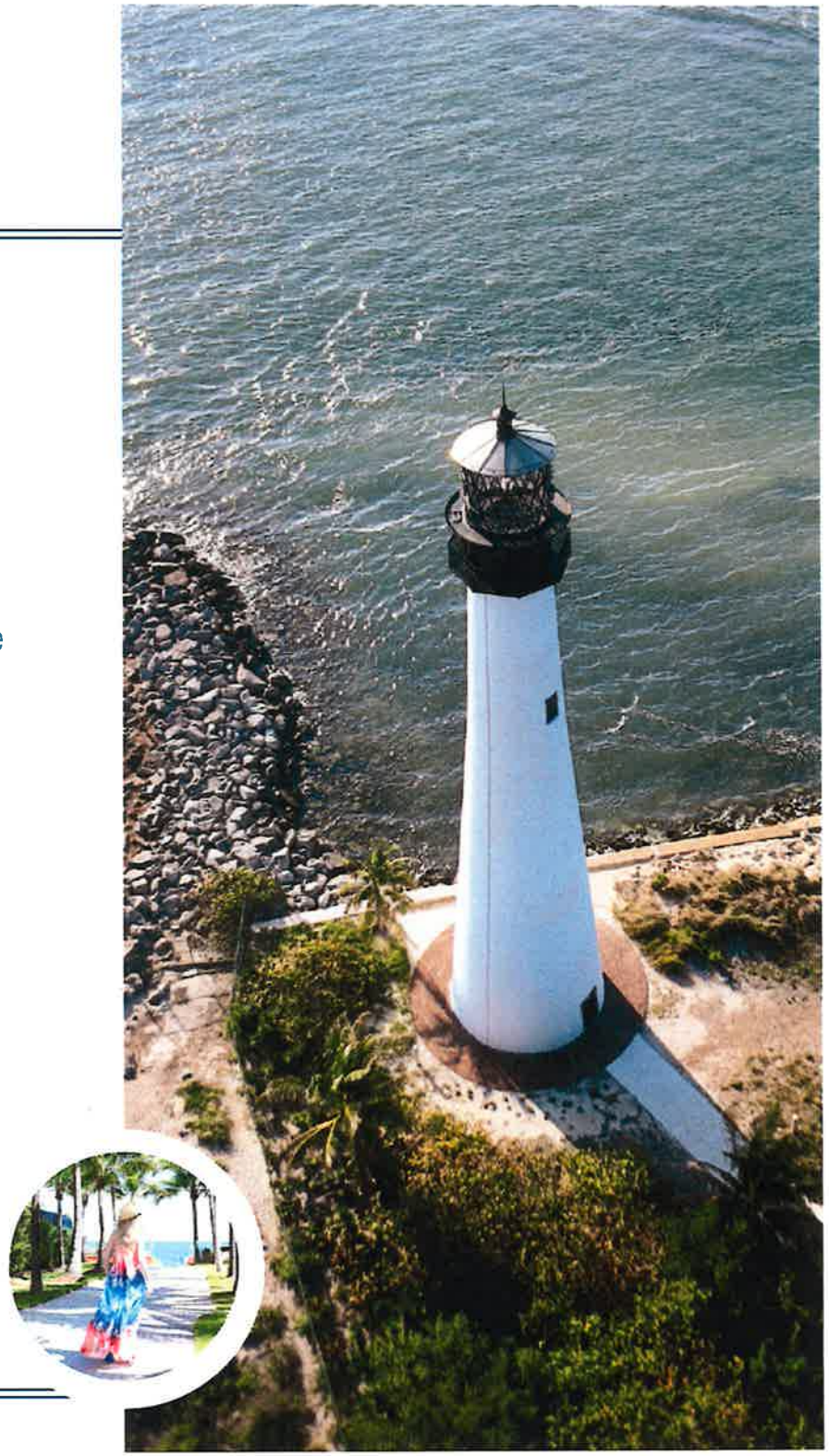
SHORT-TERM GOALS: MIAMI INTERNATIONAL BOAT SHOW

- Educate the public
- Create a sense of urgency to galvanize public support
- Clarify and counteract inaccurate information
- Align campaign efforts to influence the court of public opinion



THE RESULTS

- Boat Show's permit was limited to two-years with stringent environmental controls, despite applying for 10-year permit
- Key Biscayne recognized as political and environmental watchdog
- Local and national news articles questioned the true motives of City and Boat Show
- Social media outreach engaged and mobilized the general public
- Marketing campaign put our messages directly in front of target audiences:
  - Damage to the environment
  - Traffic and congestion
  - How commercialization violates master plan/will of public
  - Lack of renovations at Marine Stadium



MEDIA COVERAGE

The Miami Herald

MIAMI New Times

USA TODAY™

The Miami Times
INTEGRITY | INSIGHT | INFLUENCE

CBS Miami .com

7 NEWS WSVN.COM MIAMI/FORT LAUDERDALE

REUTERS

SOUTH FLORIDA BUSINESS JOURNAL

Real estate is our domain™ GlobeSt.com™

LAW360 A LexisNexis® Company

dbr DAILY BUSINESS REVIEW

THE REAL DEAL
SOUTH FLORIDA REAL ESTATE NEWS

MIAMI TODAY

Political Cortadito

MEDIA COVERAGE

GlobeSt.com

"Battle rages over Miami Public waterfront"

The Miami Herald

"Boatshow impact feels like a hangover"

The Miami Herald

"Miami breaks promise to open waterfront park after boatshow"

The Miami Herald

"Boat Show enters choppy waters"

Miami New Times

"Fresh food co-ops fight Liberty City food desert"

The Real Deal
South Florida Real Estate News

"KEY BISCAYNE MAYOR ON BOAT SHOW: ANYWHERE BUT HERE"

REUTERS

"Protected Florida mangroves razed for boat show"

MEDIA COVERAGE

The Miami Herald

"WE CAN'T DO A BAIT AND SWITCH"

– Commissioner Francis Suarez

The Miami Times
INTEGRITY | INSIGHT | INFLUENCE

"Miami children's initiative hosts food co-op"

The Miami Herald

"Miami cuts mangroves to make way for boat show"

THE REAL DEAL
SOUTH FLORIDA REAL ESTATE NEWS

"The swelling sea-level debate"

7 NEWS
WSVN.COM

"Hundreds of students receive free school supplies"

SOUTH FLORIDA BUSINESS JOURNAL

"The allure of the shacks and the neighborhood's exciting history continues to attract curious locals"

MIAMI New Times

"Controversial boat show map disregards manatee zones and critical wildlife areas"

MEDIA COVERAGE

MIAMI New Times

"MAIL PROVES CITY KNEW VIRGINIA KEY MANGROVE DESTRUCTION, KEY BISCAYNE MAYOR CHARGES"

MIAMI New Times

"Key Biscayne Mayor: Miami politicos "were bullshitting all along"about promised park"

The Miami Herald

"Fresh start: co-ops offering liberty city residents healthy affordable produce"

LAW360

"Miami-dade commision approves crucial boat show permit"

MIAMI New Times

"Boat show a bad fit for virginia key"

CBS Miami

"Liberty city students get tools for school"

USA TODAY

"Miami children's initiative hosts food co-op"

THE REAL DEAL

"White House expert warns sea level rise threatens real estate & tourist economy"

MEDIA COVERAGE

The Miami Herald

"WHILE THE MIAMI INTERNATIONAL BOAT SHOW'S ORGANIZERS TOUT THE SUCCESS OF LAST WEEK'S EVENT, MIAMI-DADE COUNTY RESIDENTS ARE LEFT WITH WHAT FEELS LIKE A BAD HANGOVER"

– Mayor Mayra Pena Lindsay

The Miami Herald

"FWC: manatee killed by boater in fisherman's channel"

The Miami Herald

"Marine Stadium's development will create traffic nightmare"

The Miami Herald

"Day 1 of Miami International Boat Show: We were slammed'"

dbr DAILY BUSINESS REVIEW

"Key Biscayne not backing off fight against marine stadium plans"

MIAMI TODAY

"Key Biscayne meeting on Marine Stadium"

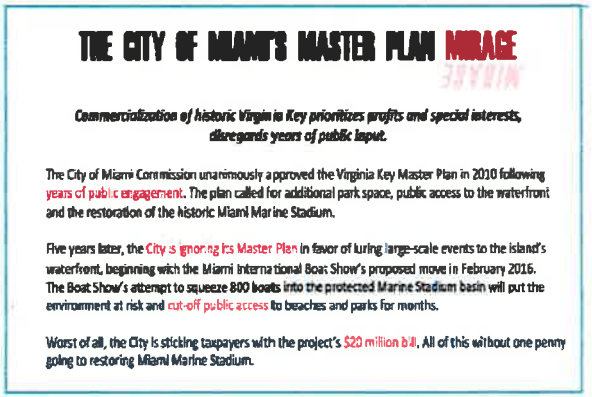
Political Cortadito

"Key Biscayne activists watch closely as Boat Show begins"

MARKETING & CONTENT CREATION

71,768 people received email blasts

10,134 took action after receiving the email blast



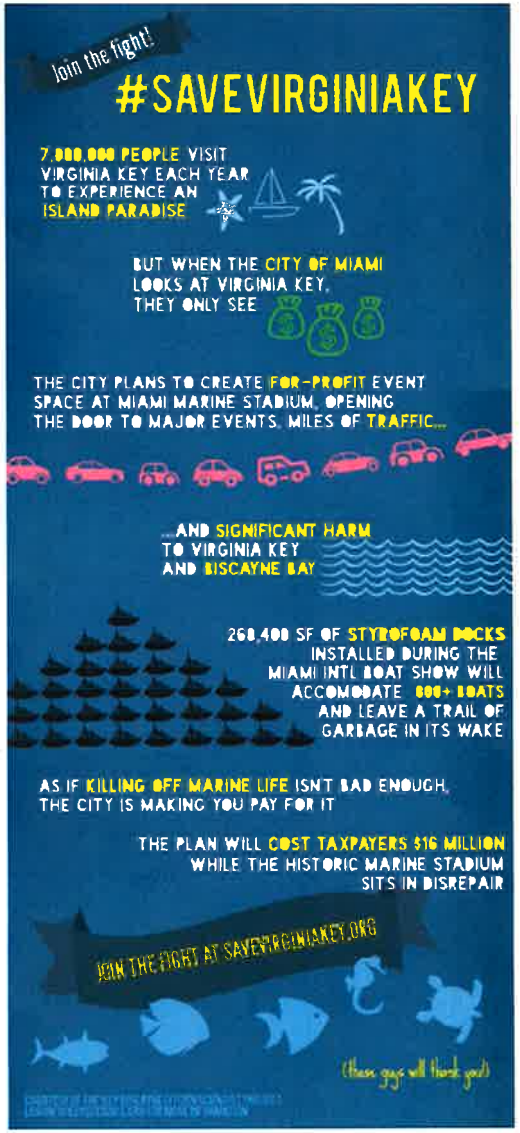
THE CITY OF MIAMI'S MASTER PLAN MIRAGE

Commercialization of historic Virginia Key prioritizes profits and special interests, disregards years of public input.

The City of Miami Commission unanimously approved the Virginia Key Master Plan in 2010 following years of public engagement. The plan called for additional park space, public access to the waterfront and the restoration of the historic Miami Marine Stadium.

Five years later, the City is ignoring its Master Plan in favor of luring large-scale events to the island's waterfront, beginning with the Miami International Boat Show's proposed move in February 2016. The Boat Show's attempt to squeeze 800 boats into the protected Marine Stadium basin will put the environment at risk and cut-off public access to beaches and parks for months.

Worst of all, the City is sticking taxpayers with the project's $20 million bill. All of this without one penny going to restoring Miami Marine Stadium.



MARKETING & CONTENT CREATION

To: Natl Marine Manufacturers Assn
From: The Key Biscayne Citizen Scientist Project

The Tropical Audubon Society, Sierra Club & 7 other conservation groups disagree

The Miami Herald

MAY 13, 2015

Boat Show committed to protecting environment

Lots of cars = a MASSIVE amount of traffic

The Marine Stadium isn't a park. It's a historic venue for watching shows in the basin. Your event will cut off access to any future park & shows at the stadium for up to 9 months a year!

The Miami International Boat Show closed another successful show in February that attracted almost 100,000 visitors from all over the world and delivered an economic impact of $600 million to Miami-Dade County. Next year's event will be our 75th annual show, and we are delighted to celebrate this tradition at our new home, Miami Marine Stadium Park and Basin.

Miami Marine Stadium Park is one of South Florida's most historic and beloved boating [illegible]. We are working with the city of Miami on enhancements that will allow different organizations from throughout the community who haven't been able to enjoy the park for more than 20 years to come back and experience it again. We will build on the legacy of Miami Marine Stadium and are excited that construction is already under way for customized docks and an open area park that will accommodate land exhibitors.

Your docks will drive more than 1,000 pilings into the ocean floor and drop 268,400 s.f. of styrofoam into Biscayne Bay (look out sea turtles, manatees and seagrass!)

The May 7 article *Federal review adds to Miami boat show* [illegible] focused on a report from the U.S. Army Corps of Engineers regarding the environmental impact of the work that will be done at Marine Stadium Park and Basin. This report is a routine part of the permitting process for any projects in our waterways — a process we have gone through for boat shows throughout the country.

FYI, the feds called it "substantial harm"

The National Marine Manufacturers Association has worked with the Army Corps of Engineers and other agencies like it for years to ensure that we comply with any requirements or concerns surrounding our events. Our efforts at Miami Marine Stadium Park and Basin are no different.

Acutely aware? Really?? Then you must know the Virginia Key basin is a terrible place to stick 800+ boats

We hope so. it's the law

As an organization centered on advocating for the marine industry, we're acutely aware of the importance of protecting waterways. We represent and work with marine manufacturers and their customers, who depend on the health of the marine environment for their livelihood and leisure. We actively take measures to help ensure clean marine engines and environs. We also support the Sportfish Restoration Trust Fund, for which an estimated $300 million is collected annually from taxes boaters pay and that goes toward marine conservation, boater access and safety.

Say goodbye to recreation on Virginia Key b/c there's going to be a line of traffic stretching for miles

The boat show is a significant part of the Florida economy, supporting 55,600 middle-class jobs and generating approximately $32 million in tax revenue for the state from sales conducted at the show.

So you're using taxpayer $$ to clean up your mess? We think you should pay for it, but that's okay, we're going to need all the help we can get post-Boat Show

We are committed to working with the Army Corps of Engineers and the Miami-Dade community to ensure the Miami International Boat Show can continue to deliver the economic benefits and recreational enjoyment South Florida has become accustomed to throughout our 74-year history while respecting the environment that surrounds our new home at Virginia Key.

We look forward to joining the South Florida community this coming February in welcoming back Miami Marine Stadium Park and Basin and celebrating a new beginning.

Your new beginning = a sad ending for one of S. Florida's most fragile habitats

THOMAS DAMMRICH, PRESIDENT, NATIONAL MARINE MANUFACTURERS ASSOCIATION, CHICAGO, IL

Nice. You won't have to worry about any of this when you pickup and leave town.

SOCIAL

TradeOnlyToday
Heard Thursday was rough @MiamiBoatShow for food and toilets, but improved Friday. Heard nobody call it a failure

TideSlide
@TradeOnlyToday bathrooms shut, exhibitor parking a nightmare, no toilets, no lights, no handicap access, MiamiBoatShow #epicfailure

MIGUEL GARCÍA
#MiamiBoatShow very disappointing how they've handled transportation. 2 hours in line to ride a 30 mins boat ride to the show.Total failure

The Miami Boat Show
Ribbon cutting with @CityofMiami Mayor Regalado, city commissioners & Cathy Rick-Joule @therealnmma #MiamiBoatShow

Brian Andrews
No info. Long lines for water taxi. No one seems sure when boats are running #MiamiBoatShow

people engaged with the #BoatShowReality **social media campaign**

people viewed the **Facebook posts**

Chris Merkel
Over an hour waiting in line for a water taxi at #MiamiBoatShow

GlennaOn10
UhOh. Too soon to say what killed a #manatee found near #MiamiBoatShow - but certainly not good for show's location controversy @WPLGLocal10

Luis Janania
@MiamiBoatShow an hour and a half for the water taxi....worst event ever.

Janine Stanwood
The #MiamiBoatShow was beautiful! But the wait for a water taxi makes it not worth it. Would walk and Uber, but causeways are jammed.

Nicole Serafine
#MiamiBoatShow and boat 4 just arrived for the AAA line

WHAT'S NEXT?

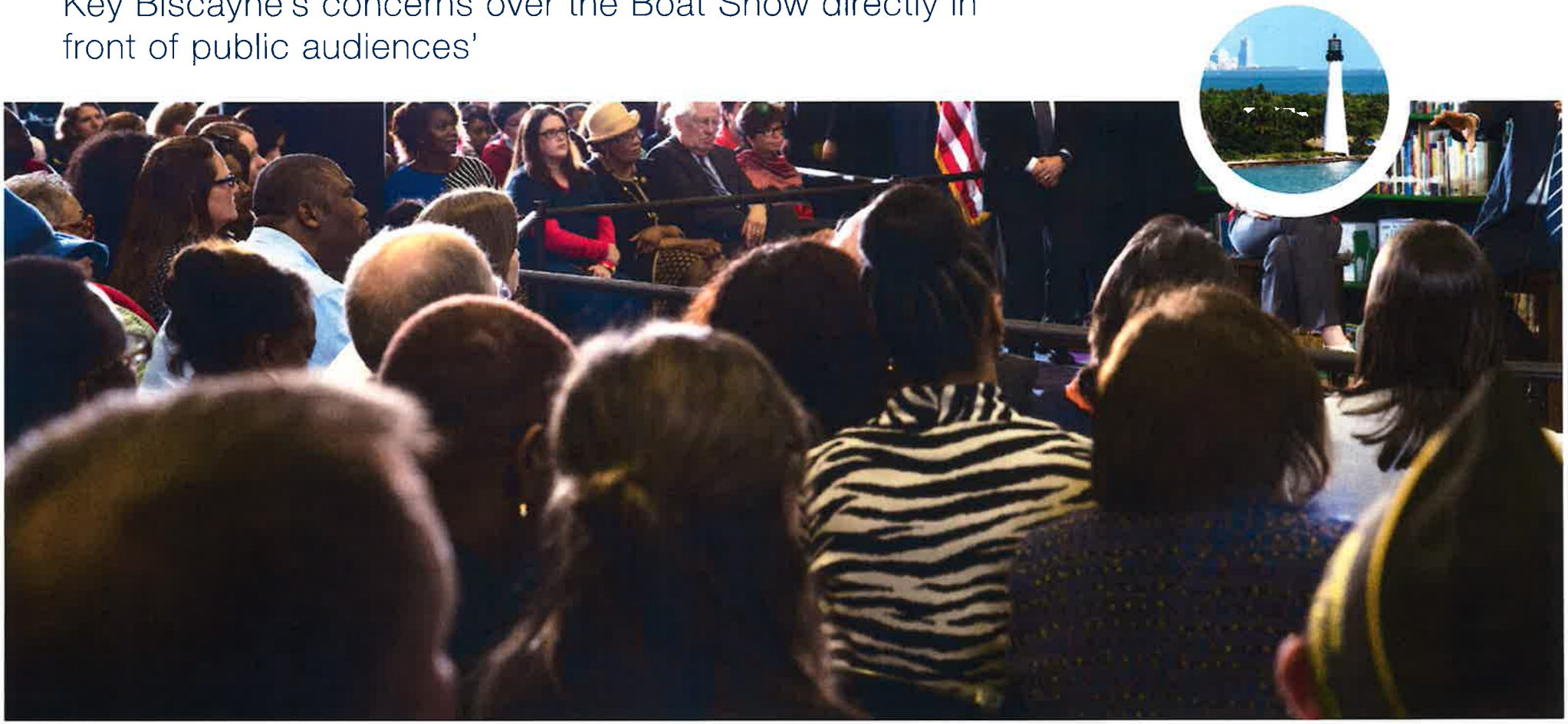
- Hold City and Boat Show accountable to promises made tied to Marine Stadium site
- Enlist additional stakeholder support against commercialization of Marine Stadium
- Position Key Biscayne as a thought leader on issues impacting S. FL
- Create unique events and initiatives that support our core objectives
- Leverage Key Biscayne's 25th Anniversary of Incorporation to highlight its history and successful municipal governance

5 FOCUS AREAS:
MARINE STADIUM SITE PROTECTION

Launch a 'pop-up park' on the Marine Stadium site to visualize what could be if the City and Boat Show fulfilled its promise

5 FOCUS AREAS:
LITIGATION SUPPORT

Continue to work hand-in-hand with legal counsel to put Key Biscayne's concerns over the Boat Show directly in front of public audiences'

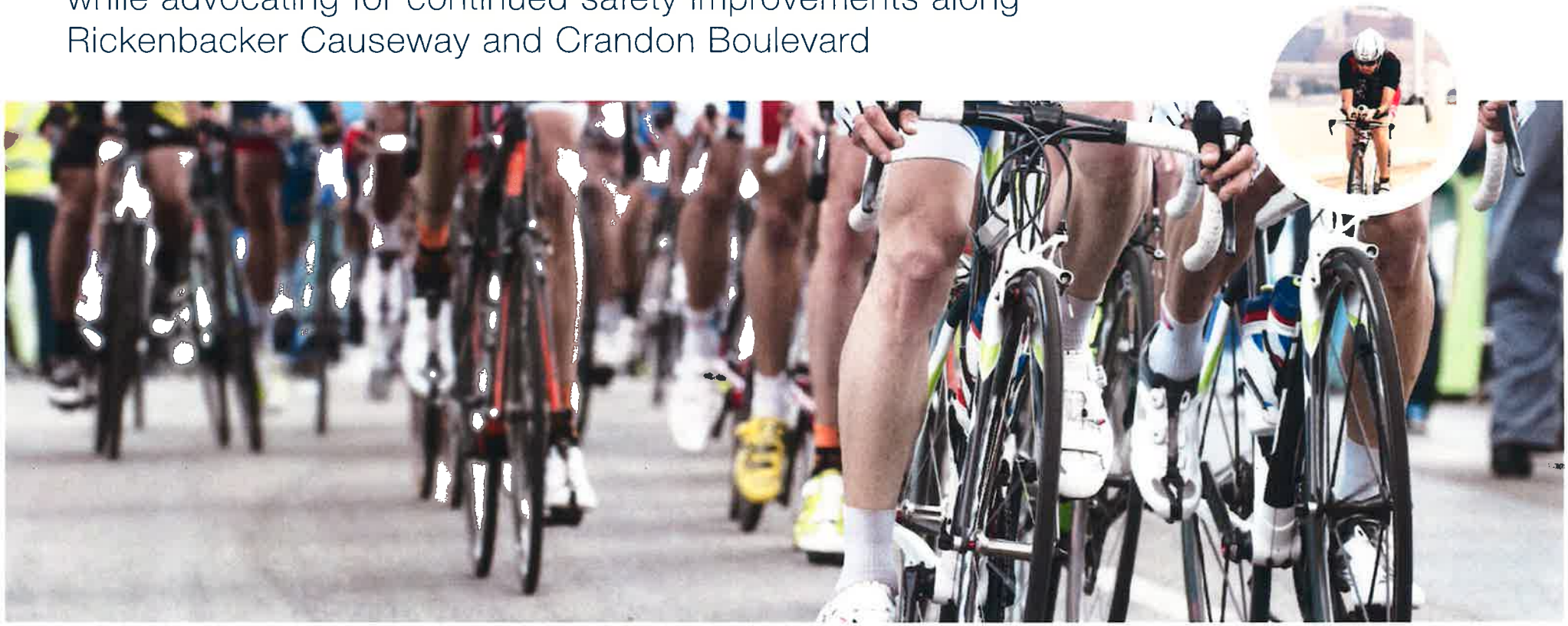


5 FOCUS AREAS:
BRAND KEY BISCAYNE AS MIAMI'S PLAYGROUND

Capture data showing how Miami lacks public green space in comparison to other major cities, while reinforcing Key Biscayne's role as a 'playground' for the entire county

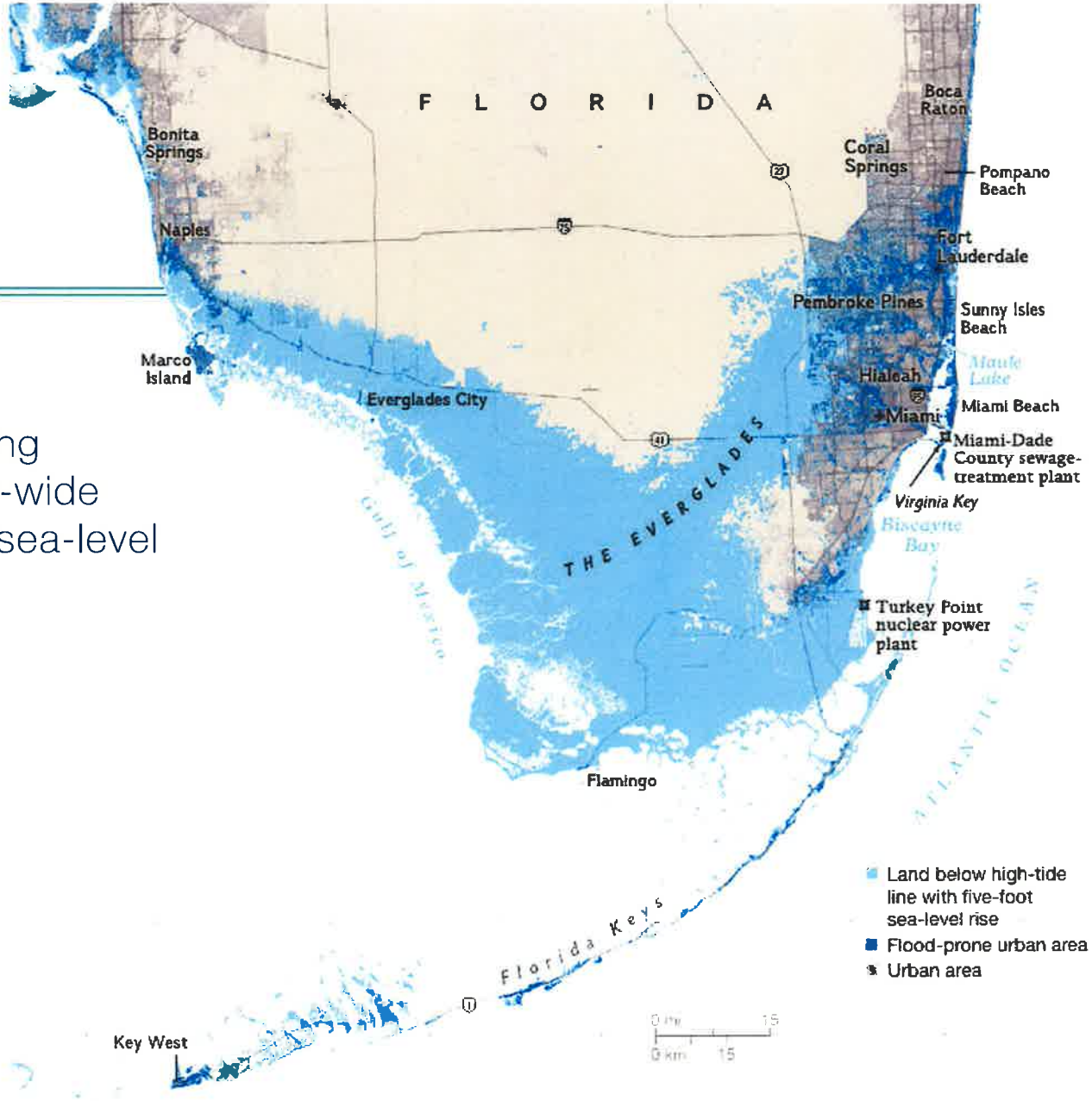
5 FOCUS AREAS:
BIKE SAFETY AWARENESS

Partner with Miami-Dade County to launch a bi-annual 'Bike the Causeway' event to be used as a platform to educate the community on bike safety and the need to 'share the road' while advocating for continued safety improvements along Rickenbacker Causeway and Crandon Boulevard



5 FOCUS AREAS:
SEA LEVEL RISE

Establish Key Biscayne as being proactive by conducting a city-wide survey of property owners on sea-level rise.



ONGOING TACTICS & BUDGET

To achieve the next phase of this campaign, SMS suggests a scaled down budget of $6500 per month with tactics to include the following:

MEDIA RELATIONS

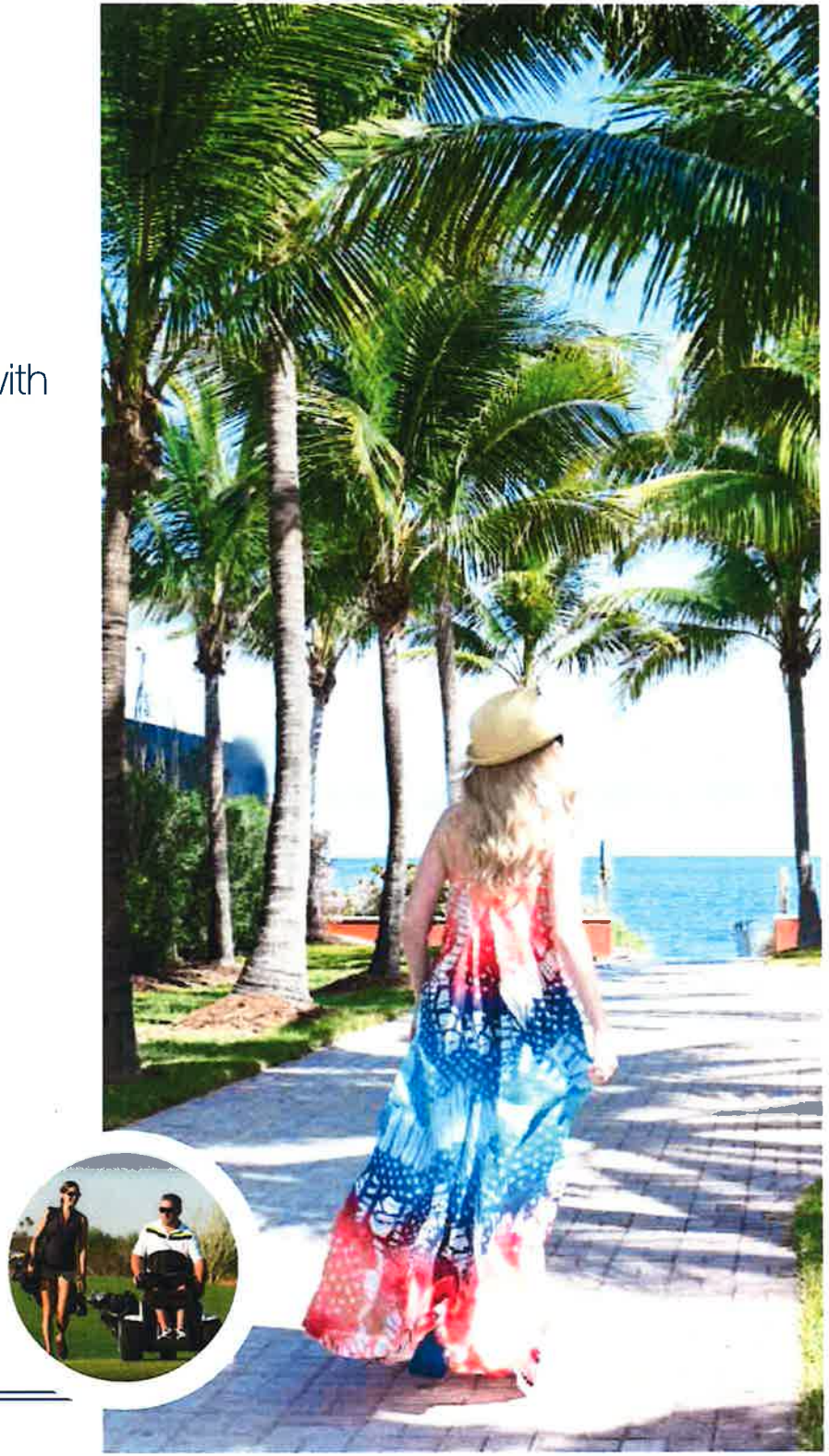
- Ongoing media tours and deskside briefings
- Feature story placements
- Thought leadership / Source positioning
- Op-ed articles
- Announcements

MARKETING & SOCIAL MEDIA

- Unique events
- Curated data (surveys, research)
- Owned content (infographics, white papers, graphics)
- Social media engagement (Twitter, Facebook, Instagram)

ADVOCACY & STAKEHOLDER SUPPORT

- Enlisting surrogates (environmental groups, historic preservationists)
- Educating Village residents
- Communicating with audiences across Miami-Dade



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