

## **Proposal to Host ImportReapers & RevItUp Car Club Meet at Twin Peaks Fort Lauderdale**

**From:** Amelia [Staff Member]

**To:** DMD Ventures (Twin Peaks Franchise Owners)

**Date:** August 9, 2025

### **1. Executive Summary**

This proposal outlines an opportunity for Twin Peaks Fort Lauderdale to host a **parking-lot car meet** in partnership with **ImportReapers** and **RevItUp**, two well-known South Florida car crews. The event will be designed to **boost sales, increase brand exposure, and strengthen local community ties** — while maintaining a safe, organized atmosphere thanks to **confirmed police security arrangements**.

### **2. About the Collaborating Crews**

#### **ImportReapers**

- **Type:** JDM & import-focused car club
- **Reach:** ~1,800 Instagram followers; draws 80–150 cars per meet.
- **Reputation:** Strict “respect the spot” rules, ensuring family-friendly conduct.

#### **RevItUp**

- **Type:** Mixed-vehicle enthusiast crew featuring imports, exotics, and performance builds.
- **Reach:** Active social media presence, frequent collaborations with other Florida car groups.
- **Reputation:** Professional, organized meets with emphasis on safety and community engagement.

### **3. Benefits to Twin Peaks**

#### **Revenue Potential**

- Similar Twin Peaks events (Henderson NV, Lakeland FL) drew **150+ vehicles** and 200–400 guests.

- With two well-established crews promoting, attendance could exceed those numbers, generating **\$4,000–\$10,000 in added sales** in one afternoon.

### Brand Exposure

- Cross-promotion across **two** engaged car communities plus their attendees' personal networks.
- High-quality event photography and video shared widely online.

### Community Engagement

- Builds Twin Peaks' profile as a venue that supports local enthusiast culture.
- Opportunity to tie in charity raffles or community outreach.

## 4. Event Plan

**Proposed Timing:** Sunday late morning–early afternoon (off-peak dining hours).

**Format:**

- Showcase of 100–200 vehicles from both crews.
- Reserved parking for restaurant guests.
- Possible DJ or curated music.
- Optional raffle/charity element.

### Roles & Responsibilities:

- **ImportReapers & RevItUp:** Promotion, participant coordination, volunteer marshals.
- **Twin Peaks:** Venue, specials, parking layout approval.

## 5. Risk Management & Compliance

- **Police Security:** Amelia has already secured an **on-site police presence** for event safety and traffic control.

- **Permits:** Will verify if a **Fort Lauderdale Special Event Permit** is required.
- **Noise Compliance:** Event to end by 9:30 PM to adhere to local ordinances.
- **Insurance:** Consider special event coverage for liability.
- **Parking Safety:** Clearly marked areas and marshals managing entry/exit.

## 6. Why This Works for Twin Peaks Fort Lauderdale

- **Dual-Promotion Power:** Two respected car crews, doubling audience reach.
- **Proven Formula:** Modeled after successful Twin Peaks meets in other markets.
- **Brand Synergy:** Car culture aligns closely with Twin Peaks' target demographic.
- **Visibility Impact:** A packed lot of distinctive cars draws attention from miles around.

## 7. Next Steps

1. Approve concept with DMD Ventures leadership.
2. Confirm event date & finalize police security schedule.
3. Apply for permits (if needed).
4. Launch dual-promotion with ImportReapers & RevItUp.
5. Execute with full safety, parking, and guest management plan.

### Prepared by:

Amelia [Staff Member]

Twin Peaks Fort Lauderdale

**VER 2**

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**From: Amelia [Staff Member]**

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## **1. Executive Summary**

This proposal presents a high-impact opportunity for Twin Peaks Fort Lauderdale to partner with two of South Florida's most recognized car communities — ImportReapers and RevItUp — to host a parking-lot car meet designed to fill seats, grow brand awareness, and cement Twin Peaks as a destination for local enthusiasts.

With both crews actively promoting to their combined networks, the event is projected to exceed typical turnout figures, delivering thousands in incremental sales in just one afternoon.

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## **2. Proven Reach**

- **ImportReapers:** ~1,800 Instagram followers; consistent meet turnouts of 80–150 cars.
  - **RevItUp:** Established following and strong presence in Florida's performance car scene.
  - **Dual Promotion Effect:** With both crews promoting, turnout could easily surpass 150 vehicles, drawing in 300–500+ guests.
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## **3. Direct Revenue Potential**

- **Average guest spend at Twin Peaks:** \$20–\$25.
- **Expected attendance:** 300–500 guests.
- **Projected sales boost:** \$4,000–\$10,000 in 3–4 hours.

- **Additional upsell potential:** drink specials, appetizer promos, branded merchandise.
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#### **4. Brand Impact**

- **Builds Profile:** Publicly positions Twin Peaks Fort Lauderdale as a venue that supports local enthusiast culture.
  - **Social Reach:** Cross-platform exposure through event posts, reels, and tagged photos from hundreds of attendees.
  - **Lifestyle Association:** Aligns the Twin Peaks brand with exciting, community-driven, visually engaging events.
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#### **5. Proven Formula**

**This is not untested. Other Twin Peaks locations — Henderson, NV and Lakeland, FL — have already demonstrated that car meets are a reliable driver of traffic and sales, attracting both first-time and repeat guests.**

**The formula works:**

- 1. Eye-catching vehicles bring crowds.**
  - 2. Crowds create buzz.**
  - 3. Buzz turns into repeat visits.**
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#### **6. Event Overview**

**Proposed Timing:** Sunday late morning or early afternoon (off-peak hours).

**Format:**

- **Showcase of 150–200 vehicles from both crews.**
- **Reserved customer parking for regular guests.**

- **Music & atmosphere (DJ or curated playlist).**
- **Optional charity raffle for community goodwill.**

**Roles:**

- **ImportReapers & RevItUp: Event promotion, participant coordination, volunteer marshals.**
  - **Twin Peaks: Venue, specials, parking plan approval.**
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## **7. Safety & Compliance**

- **Police Security: On-site police already arranged by Amelia for safety and traffic control.**
  - **Permits: Will verify if a Fort Lauderdale Special Event Permit is needed.**
  - **Noise Compliance: Event to conclude by 9:30 PM to comply with city ordinances.**
  - **Insurance: Option to add special event liability coverage.**
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## **8. Next Steps**

1. **Approve event concept with DMD Ventures leadership.**
  2. **Lock in date & police security schedule.**
  3. **Begin coordinated social media promotion via both crews and Twin Peaks channels.**
  4. **Execute event using proven Twin Peaks car meet formula.**
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**Prepared by:**  
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**Twin Peaks Fort Lauderdale**