

AGENDA
REGULAR VIRTUAL MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)

Monday– May 10, 2021

3:30 PM

CITY HALL IS CLOSED

I.	Call to Order/Roll Call Quorum	Anna MacDiarmid BID Chair
II.	Approval of Meeting Minutes <ul style="list-style-type: none">• Regular Meeting April 12, 2021	Anna McDiarmid BID Chair
III.	Discussion and Recommendation of BID Budget Priorities	Cija Omengebar CRA Planner
IV.	My Fort Lauderdale Beach Website Management Report	Ari Glassman President rAv Communication
V.	Discussion and Recommendation of BID Logo	Tasha Cunningham BID Manager
VI.	BID Manager Update <ul style="list-style-type: none">• Co-op Promotional Campaign Update• Miscellaneous Report	Tasha Cunningham BID Manager
VII.	Spring Break Recap Discussion Business Experiences	Aj Yaari Business Owner & BID Committee Member
VIII.	Communications to the City Commission	Anna MacDiarmid BID Chair
IX.	Old/New Business <ul style="list-style-type: none">• Legal Opinion Update• Reschedule June 14 Meeting• June Meeting Agenda Item Recommendations	Cija Omengebar CRA Planner
V.	Adjournment	Anna MacDiarmid BID Chair

THE NEXT REGULAR BID **VIRTUAL MEETING** WILL BE HELD, **3:30 PM MONDAY – JUNE 14, 2021**

VIRTUAL MEETING REQUIREMENTS:

- VIRTUAL MEETING WILL COMMENCE AT DESIGNATED TIME AS ADVERTISED.
- MEMBERS OF THE PUBLIC WHO WISH TO LISTEN IN CAN JOIN VIA LINK BELOW:

<https://www.fortlauderdale.gov/government/BBID>

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

Note:

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.

**I. Call to Order/Roll Call
Quorum**

**Ana MacDiarmid
BID Chair**

- II. Approval of Meeting Minutes**
- **April 12, 2021**

Anna McDiarmid
BID Chair

DRAFT MINUTES
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR VIRTUAL MEETING

April 12, 2021, 3:30 P.M.

MEMBERS	September 2020 – August 2021				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	8	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	8	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	P	6	2	0	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	8	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	6	2	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	4	4	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes (at 3:33 p.m.)</u>	P	7	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	7	1	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	P	3	0	0	0

Staff

Cija Omengebar, CRA Planner
Clarence Woods, Northwest CRA Manager
Tasha Cunningham, BID Manager
Mauricio Baquero, Moderator
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Arianne Glassman
Ana Elvir

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – March 8, 2021**

Motion made by Mr. Fleming, seconded by Mr. Yaari, to approve the minutes of the March 8, 2021 Regular Meeting. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid pointed the Board to the packet and asked that they review the goals and objectives to keep meetings on track.

III. Post Event Presentation – Love is in the Air Valentine’s Affair

Chair MacDiarmid asked if there were any objections to moving Item 3 to the May meeting due to an illness. The Board agreed to the change.

IV. Post Event Presentation – Fur the Love Pet Fest

Ana Elvir provided a brief recap of the February 21 event, which benefitted Good Karma Pet Rescue. She shared photos, the schedule of activities, and financial details. Ms. Elvir stated 551 tickets were sold online in advance, and day of sales brought the total attendance to 757. She stated 80 volunteers were also involved.

Ms. Elvir shared promotional materials and social media which assisted with visitor outreach, including six (6) Instagram influencers who contributed to 130 tagged Instagram stories. She shared a promotional video by Visit Lauderdale and stated the event would be continuing in 2022.

Chair MacDiarmid stated she had heard positive feedback about the success of the event.

Mr. Hughes noted the event was well attended and the use of the parking garage showed a lot of people had come from outside the area to attend.

V. BID Manager Update

- **Co-Op Promotional Campaign Update**

Ms. Cunningham shared updates on the Visit Lauderdale promotional campaign. She reminded the members of the Board survey to select the five (5) businesses for the Conde Nast segment and asked that it be completed by April 19.

Ms. Cunningham shared static banners created for the Visit Lauderdale campaign by the contracted agency. She noted the BID logo was missing and stated a call to action had been added. She asked the Board for feedback on the images utilized, which were from the existing Visit Lauderdale campaign and not necessarily BID-specific. Ms. Cunningham shared the draft provided of the New York Times e-blast and recapped the updated campaign plan. She noted that based on prior discussion, World Red Eye was being removed from the plan and a podcast was being explored for replacement.

Chair MacDiarmid shared feedback on the images and stated she wanted to make sure the BID logo was as prominent as the Visit Lauderdale logo. Discussion ensued regarding the website that clicking the advertisements would take users to.

Mr. Kusich recommended not to make the advertisements too crowded and suggested looking at available images to connect to the location more readily.

Mr. Medeiros agreed with the feedback and stated it would be great to review available images to make it distinctive.

Mr. Hughes agreed the images were too generic and suggested incorporating people having fun into the messaging.

Mr. Yaari added that something iconic about Fort Lauderdale Beach should be included. He stated finding a flagship point to give an identity and branding to Fort Lauderdale Beach should be a task of the Board.

Discussion ensued regarding points in the area that everyone would know. Ms. Cunningham stated she would ask the creators to take another pass at the materials.

Item VI was discussed out of order.

- **BID Sponsored Website and Newsletter**

Ms. Cunningham highlighted changes to the BID newsletter, noting it now included a message from the Chair. She stated the BID page on the website would be updated with the newsletter monthly blog-style, with clickable calls for action.

- **Food and Beverage Program Revamp**

Ms. Cunningham stated her staff was working on a plan to revamp the food and beverage program, and it would be ready for review at the May meeting.

VI. BID Logo Discussion and Selection

Item VI was discussed prior to the BID Sponsored Website and Newsletter.

Ms. Cunningham stated the My Fort Lauderdale Beach logo utilized by the BID did not specifically mention the BID and shared some options for updating the logo. She asked for Board feedback.

Chair MacDiarmid suggested added BID rather than just Beach Improvement District because that is how the Board is known. She shared her thoughts on the sample logos.

Mr. Yaari asserted the importance of branding and stated the logo should not be taken lightly. He noted the value of making a good first impression, and recommended spending some money to put it together.

Ms. Omengebar provided a brief history on the current logo and how it was selected.

Ms. Cunningham stated her team could work on the logo and brand story if that was the wish of the Board, then send out additional drafts via email later in the week and vote on the drafts at the May meeting. The Board and staff discussed the timeline.

Arianne Glassman explained there were four (4) iterations of the logo and stated she would send those to Ms. Omengebar to pass along to the Board. She noted there was also an animated version and agreed with Mr. Yaari's comments on creating a brand.

Chair MacDiarmid stated she preferred not to look at old logos and asked that anything that should be seen be sent to the BID Manager for review. The Board decided by consensus to move discussion of the item to the May meeting.

VII. Communications to the City Commission

None.

VIII. Old/New Business – Cija Omengebar, CRA Planner

- **Utility Box Wrap Update**

Ms. Omengebar stated she was still working on the box wraps and had learned FDOT permits were required. She noted the artwork images were in the backup materials for the meeting and were hanging in the office. She suggested the artwork be donated to the Aquatic Center once the wraps were completed.

- **Legal Opinion Update**

Ms. Omengebar stated she had not yet heard any feedback from legal counsel on the BID providing funding for the Breakers Avenue project.

Mr. Woods added that he also had not heard an update.

Chair MacDiarmid stated there was discussion outside the Board that the BID had already provided the funds, but she wanted to point out that it was not yet approved.

- **Carras Study of Beach Business Improvement District**

Ms. Omengebar noted the information was provided in the backup materials for information purposes.

- **May Meeting Agenda Item Recommendations**

Ms. Omengebar stated she would add the tabled items to the May meeting and added that she had asked Ms. Glassman to provide an update on website traffic. She asked for any additional recommendations for the May agenda.

Mr. Yaari suggested a discussion of Tortuga Festival, the Air Show, and other upcoming events. He stated he was expecting a busy summer and wanted to make sure everything was lined up to welcome people to Fort Lauderdale Beach. He suggested thanking the City Commission for the way Fort Lauderdale had weathered COVID-19.

Chair MacDiarmid asserted she could draft a letter to thank the Commission for their support.

Ms. Omengebar stated the Air Show was planned for May and there would be a follow-up presentation.

Ms. Cunningham noted that the BID would have a booth at the Air Show.

Ms. Glassman shared details of activation surrounding the Air Show. She updated on an artist doing a mural at Las Olas Oceanside Park and other art on the beach. Discussion ensued on the ongoing activation of the beach by Ms. Glassman's team.

Mr. Hughes stated he would love to see a Spring Break recap in May and a further discussion on vagrancy.

Chair MacDiarmid noted the hotels had recapped internally and stated it would be good to do a recap as a Board.

Ms. Omengebar asked for feedback on what speakers would be best to share data on Spring Break.

Mr. Yaari stated he believed the Board members could provide a recap to simplify the process.

Mr. Fleming asserted that he was surprised the police patrolling the area during Spring Break were not wearing masks, even though the area businesses were trying to encourage mask use. Discussion ensued regarding the message and who to address with concerns.

Ms. Omengabar stated she would follow up on who to share the concerns with. She noted a budget discussion for Fiscal Year 2022 may be ready by the May meeting.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:26 p.m. The next Regular Meeting of the BID is scheduled for May 10, 2021 at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

BID Manager Update *PowerPoint* presentation
Fur the Love Pet Fest *PowerPoint* presentation

III. Discussion and Recommendation Cija Omengebar
BID Budget Priorities CRA Planner

City Manager's Office

Beach Redevelopment - Beach Business Improvement District

Division-Fund Budget by SubObject

Sub-Object - Name	FY 2020 Actuals	FY 2021 Adopted Budget	FY 2021 Amended Budget	FY 2021 Estimate	FY 2022 Department Requested	FY 2022 Budget Recommended	FY 2021 Adopted vs FY 2022 Budget Recommended	% Dif	Justification
3101 - Acct & Auditing	279	300	300	300	200	200	(100)	(33.33%)	
3199 - Other Prof Serv	114,143	115,100	115,100	203,359	115,100	115,100	-	0.00%	
3201 - Ad/Marketing	5,111	-	-	-	-	-	-	0.00%	
3210 - Clerical Services	-	-	-	2,541	-	-	-	0.00%	
3299 - Other Services	33,397	128,620	128,620	37,820	128,620	128,620	-	0.00%	
3910 - Electrical Supplies	-	7,500	7,500	7,500	7,500	7,500	-	0.00%	
4207 - Promotional Contr	295,084	764,829	764,829	764,829	764,829	764,829	-	0.00%	
4304 - Indirect Admin Serv	13,608	9,618	9,618	9,618	10,503	10,503	885	9.20%	
4328 - Servchg-Comm Dev	22,541	59,649	59,649	59,649	59,649	-	(59,649)	(100.00%)	
4343 - Servchg-Info Sys	4,044	1,965	1,965	1,968	1,965	1,965	-	0.00%	
Operating Expenses	488,207	1,087,581	1,087,581	1,087,584	1,088,366	1,028,717	(58,864)	(5.41%)	
6499 - Other Equipment	20,028	-	-	-	-	-	-	0.00%	
Capital Outlay	20,028	-	-	-	-	-	-	0.00%	
Beach Redevelopment - Beach Business Improvement District Total	508,235	1,087,581	1,087,581	1,087,584	1,088,366	1,028,717	(58,864)	(5.41%)	

Fort Lauderdale Beach Improvement District (BID)

FY 2021 Budget

Revenues Projected		ADOPTED BUDGET
Revenue Sources	FY 2020	FY 2021
Beach Business Improvement Assessment Revenue @ 95%	1,042,549	1,066,919
Appropriated Fund Balance	-	
Earned Pool Investments	18,960	15,362
Interest Earnings	300	300
Beach & Beverage	5,000	5,000
Total Revenue	\$ 1,066,809	\$ 1,087,581
Expenditures		
Accounting & Auditing	458	300
Other Professional Services:		
BID Mgmt Services	57,600	57,600
BID Website & Maintenance	50,000	50,000
Harry Newstreet BID Assessment	7,500	7,500
Other Services:		
Holiday Lights	10,000	20,000
Holiday Display	40,000	80,000
Supplemental Cleaning Services	28,620	28,620
Electrical Supplies - (Electricity for Holiday Lights)	4,244	7,500
Promotional Contributions:		
Holiday Lighting Event	8,000	8,000
Tortuga Music Festival	150,000	-
13.1 Fort Lauderdale	10,000	-
Smart City Media - Kiosk Maintenance	5,000	5,000
Box Wraps	-	25,000
South Beach Food & Wine	75,000	-
Fort Lauderdale Concours Event		25,000
Love is in the Air-A Valentines Day Affair		22,000
Las Olas Oceanside Park Farmers Market		19,650
Fur the Love Pet Fest		10,000
Pride	75,000	75,000
Airshow	75,000	75,000
Friday Night Sound Waves	165,000	165,000
Uncommitted Funds	235,139	85,179
Service Charge - Community Development Agency		
Salaries	52,790	59,649
Indirect Admin Charges	13,663	9,618
Service Charge - Information Technology	3,713	1,965
Insurance Charges	82	-
Transfer to FTL BEACH PARKING LOTS IMPROVEMENTS		250,000
Total Operating Expenditures	\$ 1,066,809	\$ 1,087,581
Total Uses	\$ 1,066,809	\$ 1,087,581
	\$ -	\$ -

Fund Balance Summary
Balance as of 10.1.2020 \$503,537
<i>Revenue based on a rate of \$0.8525 per \$1,000 of assessed value</i>
\$500,000 allocated to Project 12513.461 - FTL Beach Parking Lots Improvement
An Additional \$250,000 will be allocated to Project 12513.461 on October 1, 2020

[<<<< Reserve balance](#)

**IV. My Fort Lauderdale Beach Website
Management Report**

**Ari Glassman
President
rAv Communications**



2019/21 MYFTLB.COM ADMIN REPORT

CONTRACT OVERVIEW

- Maintain Website and Social Channels
- Design, Program, Develop Maintain and Update Website
- Develop Marketing Strategies to Grow Viewers/ Users
 - \$0 Marketing Budget; OOP spend approx. \$400 monthly
- Communicate with Stakeholders to Obtain Content
- Coordinate with City PIO Content related to City / Government News
- Develop Editorial Content
- Track and Communicate Results/Impact of Work to BID, Quarterly
- Prepare & Implement Advertising Strategy [removed in 2018]
 - No sponsored or paid posts / advertising permitted
- Coordinate with Organizers of BID Funded Events
- Design / Create Branded Graphics
- Create / Distribute Monthly Consumer Emails
- Develop Strategies to Increase Consumer Email Database
- Maintain BID Business Email List
- Formulate Marketing Initiatives for all Advertising, Social Media, Blog, Social PR, APPS, Photo Sharing, Viral Opportunities to Engage Residents/ Visitors and Influencers
 - Identify CO-OP Advertising with GFLCVB, Visit Florida, Chamber of Commerce and Other Entities

05.10.2021 BID Meeting Backup

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**WE CONTINUE
TO SEE
GROWTH
ACROSS ALL
CHANNELS.**

**WEBSITE
SOCIAL
EMAIL**

WEBSITE OVERVIEW

- 132,812 Unique Visits / 2019 + **21% / 2018**
- 156,756 Sessions / 2019 + **10% / 2018**
 - Average 420 visits per day
- **61,831 Unique Visits 2021 YTD [1/1 - 4/29]**
 - **Average 502 visits per day**

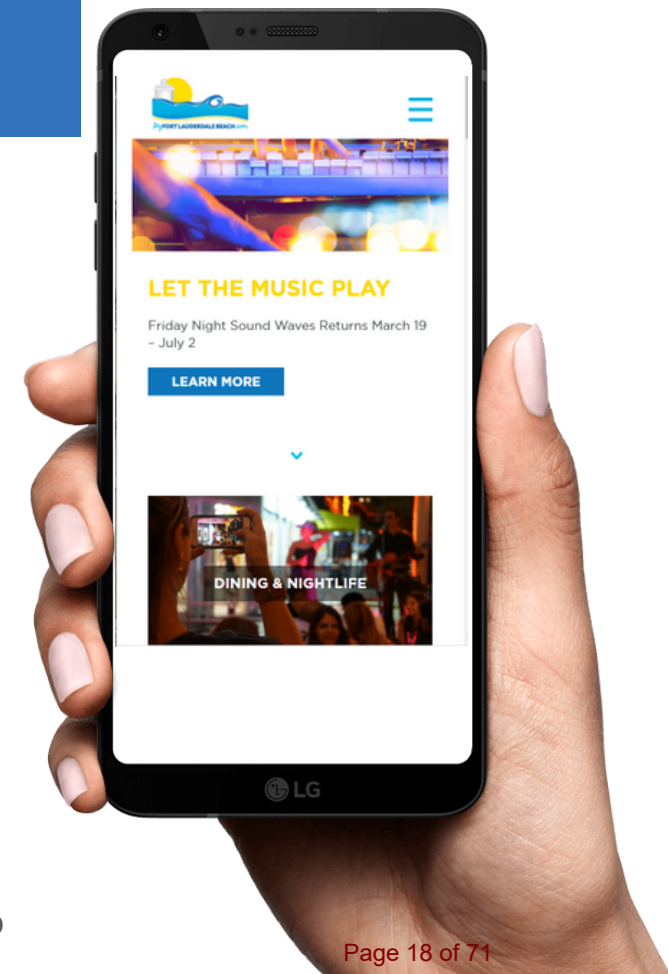
Key Target Audience Q1 2021

- 25 - 54 (62%); 55 + (31.25%)
- Female Audience 56.9%
- **Mobile #1 - 71.62% - up from 56.87% / 2018**
- **Organic Search 67.60% (up 1%)**
- Direct Search 25.80% (up 6%)
- Referral Search - FB #1 / 32% | **Sunny.org 4.33%**

05.10.2021 BID Meeting Backup

MYFORTLAUDERDALEBEACH.COM

2019/21 Marketing Report



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KEYWORD SEARCH RANKING

SEARCH RANKINGS

Fort Lauderdale Beach Parking #1

- FortLauderdale.gov #1

Fort Lauderdale Beach #2

- Sunny.org #1

Fort Lauderdale Beach Park #2

- FortLauderdale.gov #1

Fort Lauderdale Beach Events #3

- Sunny.org #1 & 2

Fort Lauderdale Beach Music #6 + #7

- Sunny.org #2 & 3

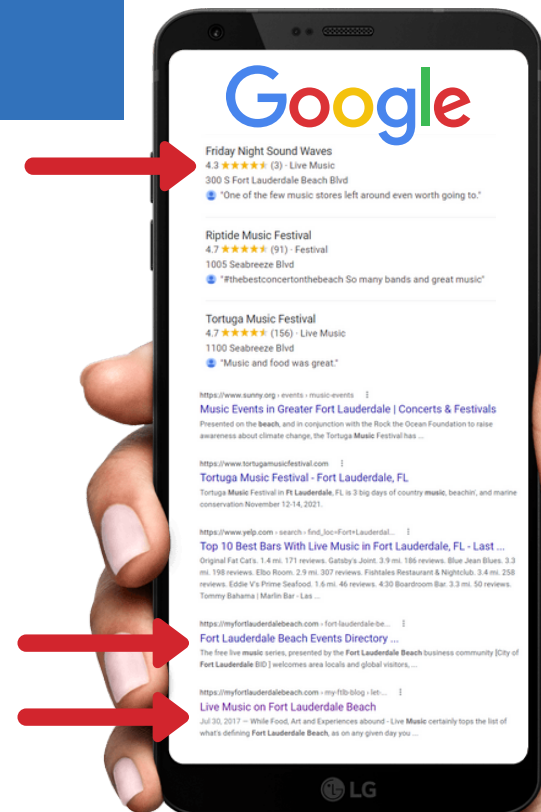
Fort Lauderdale Events #8

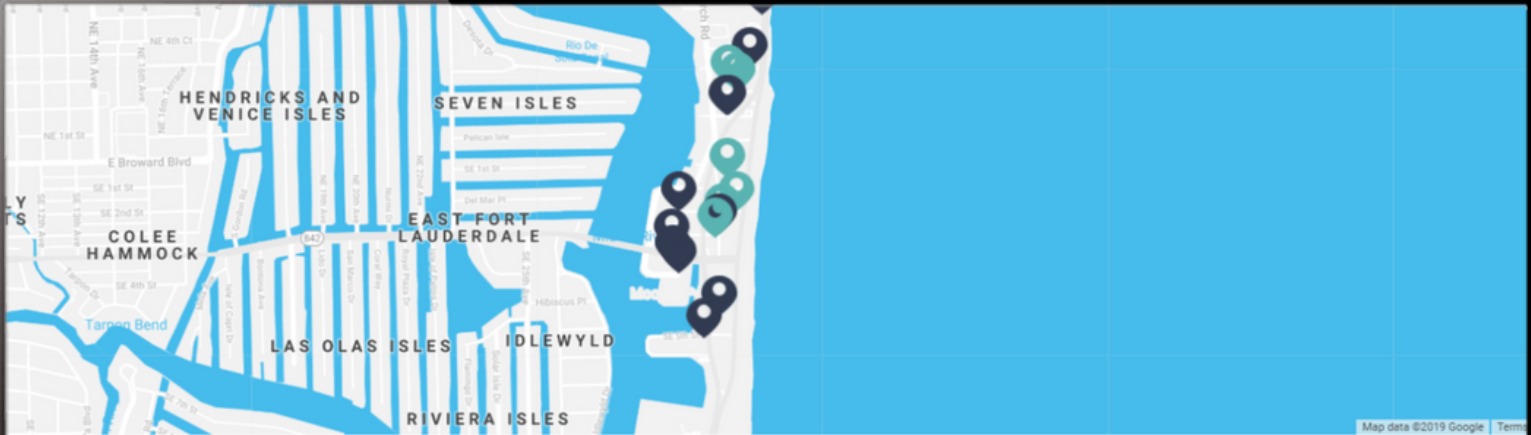
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05.10.2021 BID Meeting Backup

MYFORTLAUDERDALEBEACH.COM

2019/21 Marketing Report





PARKING



Download Mobile APP
PayByPhone.com
or call 1-800-680-7275



available to download

PayByPhone is the most convenient way to pay for parking.

1. Download the for your **Apple, Android or Blackberry** phone. You can also use their **mobile website** for your Windows tablet, or call 1-800-680-7275.

2. In the APP, Enter Parking Location Number on the Posted Signs

3. Next, Enter Your Parking Time in minutes or hours; then click Pay

4. Having fun? Extend time on your meter by phone.

Public Parking Rates vary between \$1.00 - \$1.75 per hour. Private lot and garage fees vary.

DIRECTIONS



Las Olas Garage
26.119636840896714, -80.1071073532039
Las Olas Garage, corner of Birch Road and Las Olas Boulevard
650 City Meter Parking Spaces
20 Bike Lockers
Public Restrooms
[More details](#)
[Get directions](#)

PAY BY PHONE PROMOTION



Sponsor Friday Night Sound Waves

- October - December \$1,500
- Onsite presence, swag giveaway, postcard distribution



TIME TO SAVE Fort Lauderdale Beach

- Park during the month of August using the PBP APP and you will be automatically registered to win an Apple Watch



CITY OF FORT LAUDERDALE

Spring Fling Sweepstakes – chance to win a Seaplane Tour (May 2021)

Fort Lauderdale Block Party – gift card giveaway to local businesses (Aug. 2021)





FEATURED ARTICLE

#GreaterTogether Safe & Clean

The businesses on Fort Lauderdale Beach are working together to Create a Safe & Clean Destination and committed to advocating for the safety and well-being of our community and our

August 12, 2020

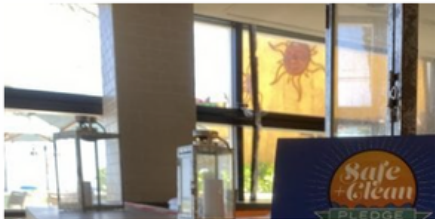
IN THE NEWS

MYFTLB INSIDER

NEWS

MyFTLB Insider (132) ▾

Select Month ▾



#GreaterTogether Safe & Clean

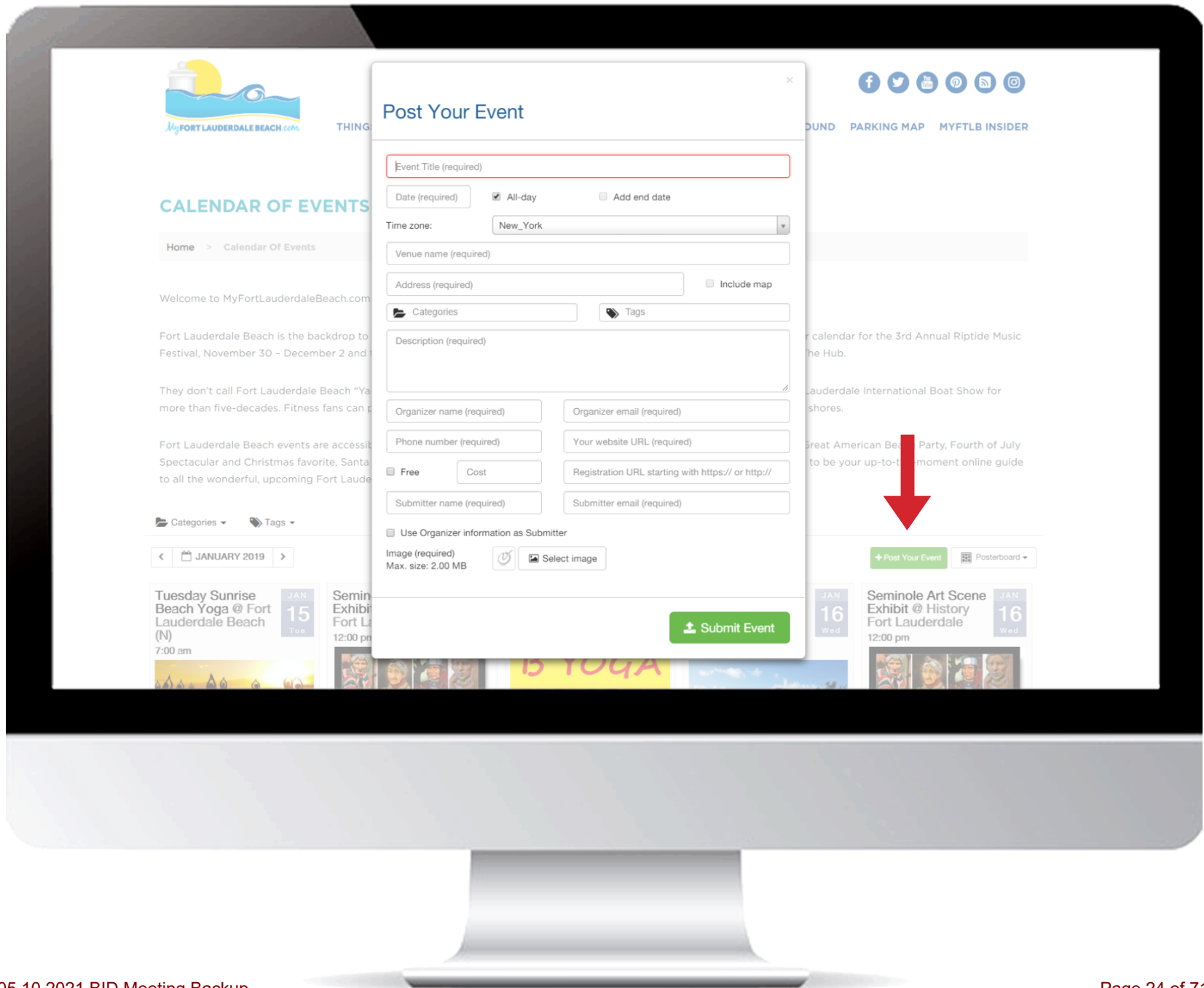


Mother's Day



5 Reasons to Rent A Boat this Summer





WEBSITE UPGRADES

- Total Back-end Upgrade for Faster Load Times
- **Pop-Up Email Sign Up Block**
- Enhanced Business Listings
- Formatted PDF's / Driving Directions / Highlight Sections
- Social Media Live Feed On Index Page
- Interactive Parking Map
- Expanded Blog & Interest Guides
- Happy Hour Guide
- **'My' Fort Lauderdale Beach**
- Rooftop Rendezvous Archives

05.10.2021 BID Meeting Backup

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EMAIL OVERVIEW

7,685

ACTIVE USERS

GROWTH 3,538 SINCE 2018

30 Day Growth +550 = added and removed

24%

OPEN RATE

INDUSTRY AVERAGE 15%

19%

CLICK THROUGH RATE

INDUSTRY AVERAGE 1%

05.10.2021 BID Meeting Backup

MYFORTLAUDERDALEBEACH.COM

2019/21 Marketing Report



SOCIAL HIGHLIGHTS



2021 - 12,781 Followers
Past 30 Days
22,897 Reach
3,176 Engagements



Q1 2021 vs 2018
1,440 / 185 Followers
121,206 / 4,177 Impressions
6,834 / 1,887 Engagement



423 /2021 vs 153/2018
34 Playlists
3,300 Video Views
80h 22m Viewed



APRIL 2021
15 Tweets
3,558 Impressions
224 Profile Visits
7 Mentions
23 New Followers

LIVE VIDEO



myfortlauderdalebeach.com was live.
May 22, 2020 · 🌐

01:24:45

MYFORTLAUDERDALEBEACH.COM
Welcome to MyFortLauderdaleBeach.com [Learn More](#)

15,934 People Reached **555** Engagements [Boost Again](#)

Boosted on May 22, 2020 Rejected
By

People Reached	13.3K	ThruPlays	2.4K
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[View Details](#)

👍❤️👏👤, Yolene Royaliste and 54 others 24 Comments 5 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

15,934 People Reached

9,608 3-Second Video Views

114 Reactions, Comments & Shares 📊

43 Like	43 On Post	0 On Shares
20 Love	20 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
42 Comments	42 On Post	0 On Shares
7 Shares	5 On Post	2 On Shares

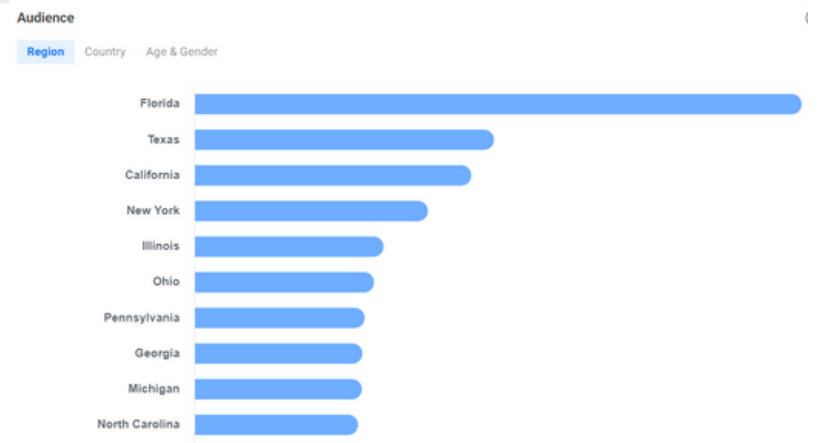
441 Post Clicks

92 Clicks to Play 📊	110 Link Clicks	239 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post **1** Hide All Posts
0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



CONTESTS & SWEEPSTAKES

OUR FAVORITE THINGS December 1 - 24, 2020

4,148 Contest Views

1,350 Entries

1,715 Website Visits

550 NEW Website Visitors

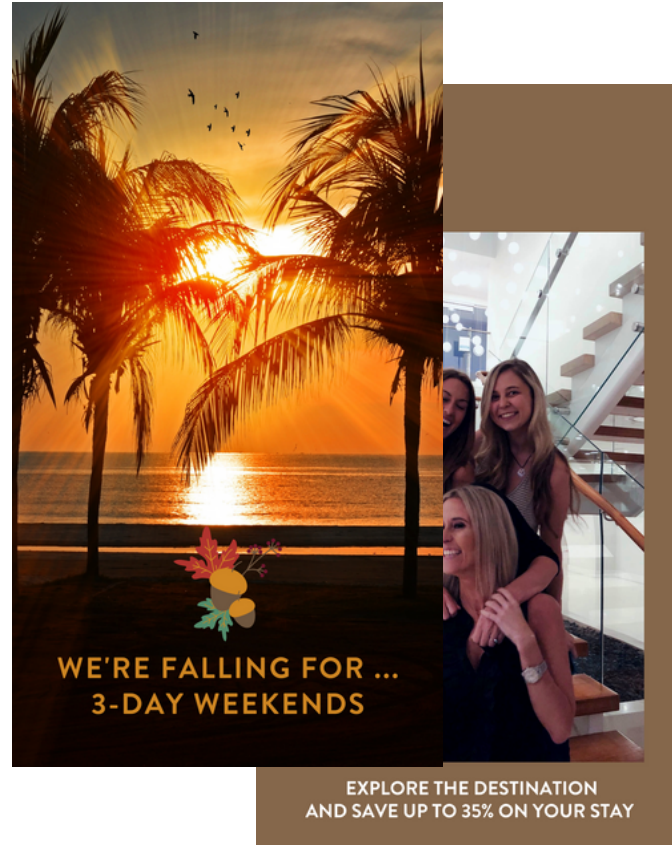
312 New Facebook Followers

448 New Opt-In Emails

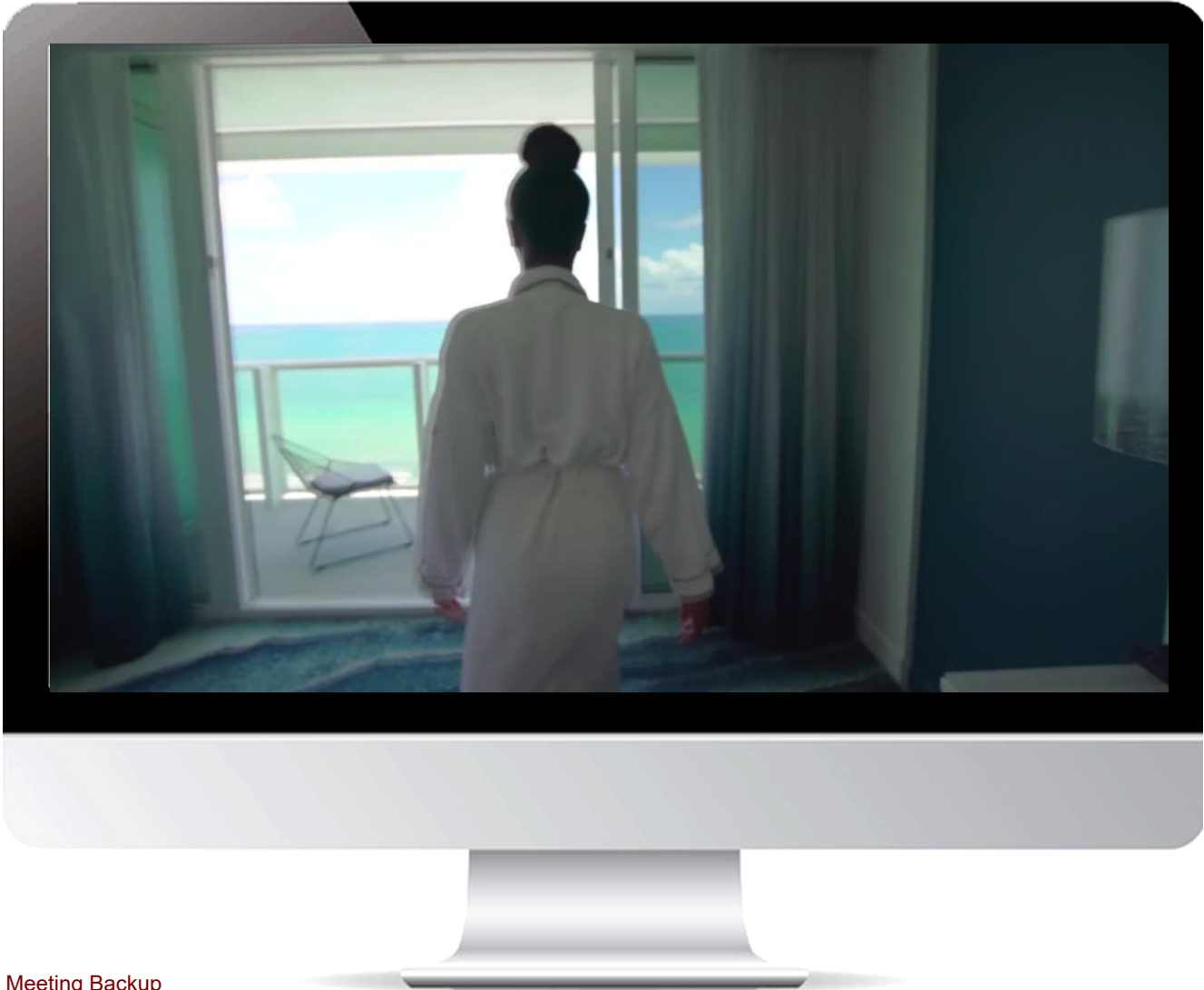
COST \$0.00



SERIES & STORIES



PROMOTIONAL VIDEOS



CAMPAIGNS



DINE. DISCOVER.
STAY. PLAY.
FORT LAUDER*Beach* BEACH

Situated along three miles of golden sand and sparkling turquoise waters, Fort Lauderdale's luxurious beachside resorts and quaint boutique hotels are an inviting home away from home. Come stay awhile and while away your days and nights for less this summer, in our vibrant backyard playground. **Sensational deals and sunny smiles await everyone under the sun.**

PLAN YOUR SUMMER GETAWAY



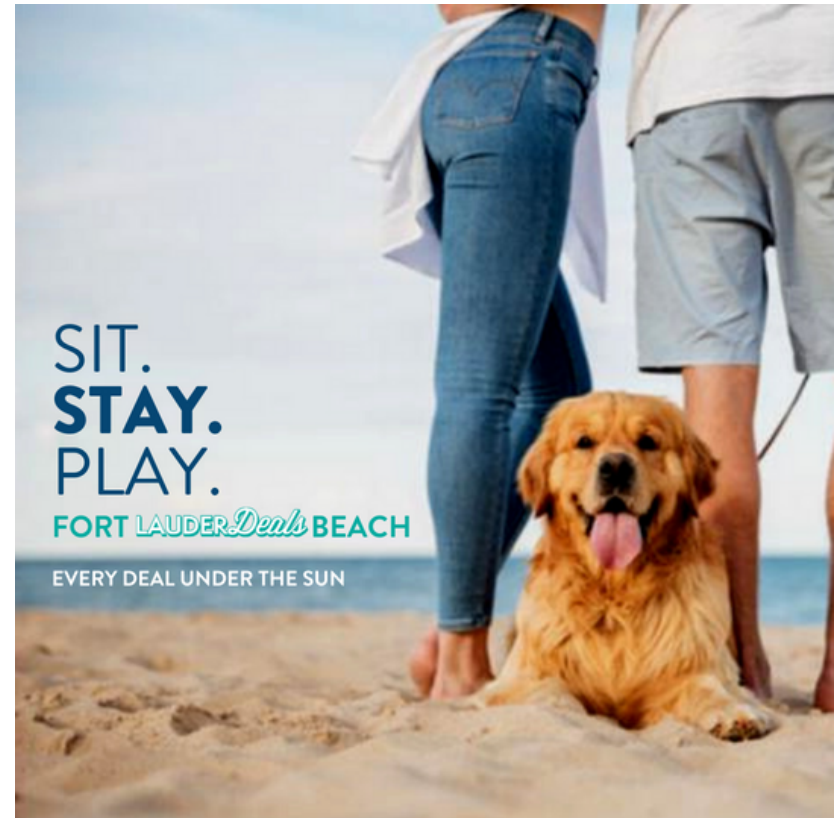
DINE. DISCOVER.
STAY. PLAY.
FORT LAUDER*Beach* BEACH

From beach yoga at sunrise to sunset cruises and peaceful paddleboard excursions to parasailing over the open seas, there are countless ways to fill your time spent with us on Fort Lauderdale Beach. Come stay awhile and while away your days and nights for less this summer, in our vibrant oceanside paradise. **Sensational deals and sunny smiles await everyone under the sun.**

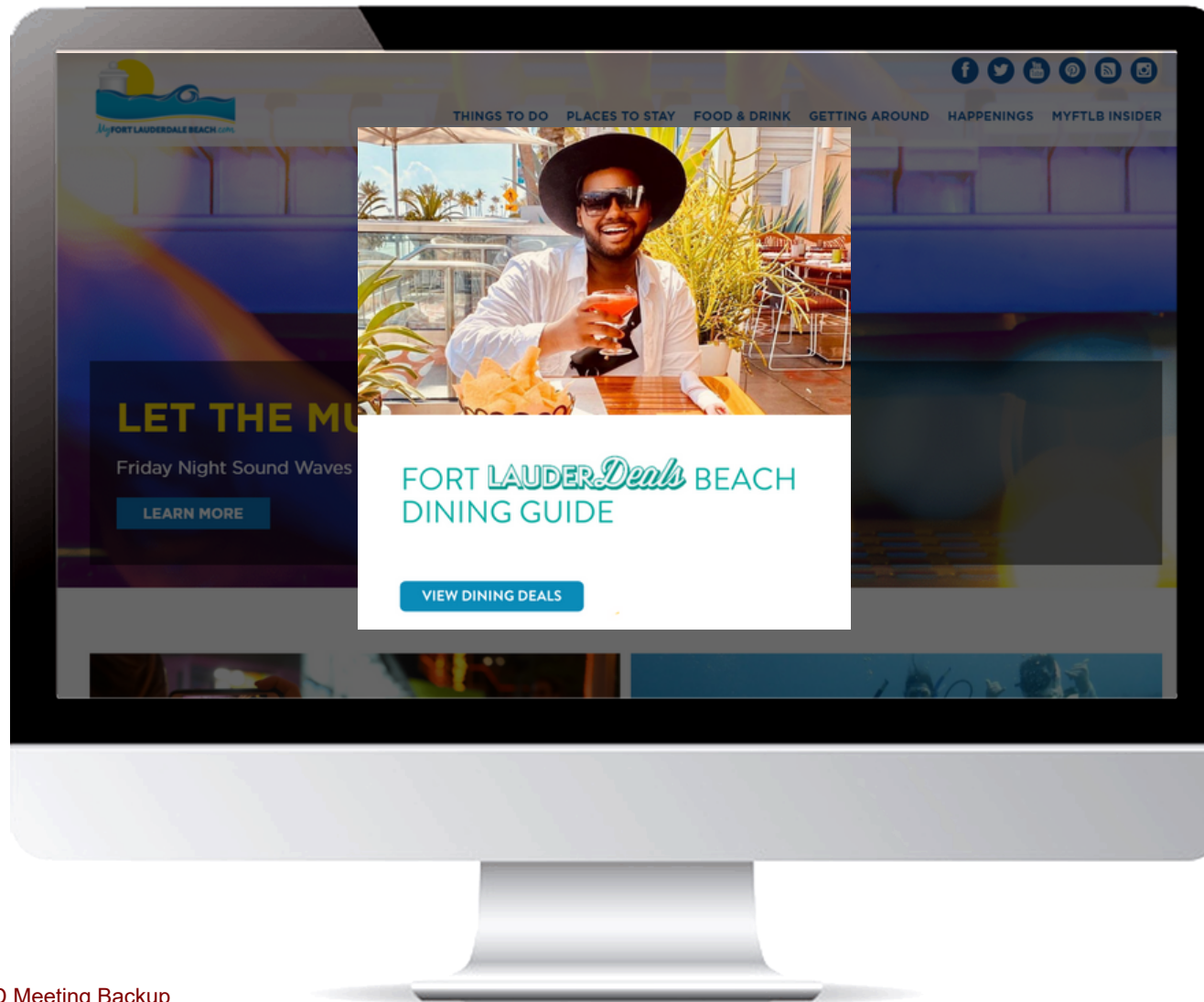
PLAN YOUR SUMMER GETAWAY



CAMPAIGNS



CAMPAIGNS



CAMPAIGNS



**DINE. DISCOVER.
STAY. PLAY.**
FORT *LAUDER*Deals** BEACH

Whether you are looking to indulge in some of the area's best steaks and seafood or discover one of the locals' favorite hidden gems for a quick bite, Fort Lauderdale Beach's 50+ eateries, dish out an International array of options, with a complimentary ocean view on the side
Decadent Deals and Sunny Smiles await every one under the sun.

PLAN YOUR FOODIE ESCAPE



Destination: *LAUDER*Deals**

DINING DEALS

Cafe Ibiza Cafe Ibiza is the perfect balance of authentic flavors, warm hospitality and an engaging atmosphere. Featuring an all day menu of fresh seafood, homemade pastas, chilled salads and entree sandwiches, this warm and inviting oceanfront restaurant offers patio and indoor dining. Slip in for a cocktail at the bar or spend the night enjoying some of the best live music on Fort Lauderdale Beach.
Cafe Ibiza | 213 S. Fort Lauderdale Beach Boulevard
For reservations, call 954-468-9953 | [View Dine Out Menu](#)

Spazio Located in the heart of Fort Lauderdale Beach, Spazio Italian Restaurant and Wine Lounge offers a touch of glamour in a casual-chic setting, attracting locals and visitors alike. Serving classic to inspired Italian cuisine in a casually sophisticated setting. From Breakfast at Sunrise to a Leisurely Oceanside Lunch, through Happy Hour, Dinner and into Late Night, their "made for sharing" starters, homemade pastas and fresh seafood specialties, is complemented by an ample selection of Salads, Sandwiches and "Best Pizza this side of Naples" for those with a light appetite.
Spazio | 239 S Fort Lauderdale Beach Blvd.
For reservations call, 954-764-8191 | [View Dine Out Menu](#)

Wild Thyme Oceanside Eatery Wild Thyme is a new dining concept from Steven Dapuzzo, of Society 8 Hospitality Group, a full-service restaurant, and events company. Dapuzzo is a culinary expert who has launched several successful restaurant concepts including SoLita, Beauty & the Feast, Park & Ocean and Sistrunk Market & Brewery. At Wild Thyme, guests will enjoy stunning, panoramic oceanfront views to accompany their fresh-caught ocean and farm-raised mainland offerings. The warm and inviting atmosphere is a perfect choice for a small dinner, or to gather with a large group. Wild Thyme's eclectic menu and charming beachfront ambiance provide a home away from home for tourists visiting Fort Lauderdale Beach and locals alike.
Wild Thyme | 601 N Fort Lauderdale Beach Blvd.
For reservations, call (954) 567-8070 | [View Menu](#)

CATEGORIES

Select Category

EMAIL SIGN UP

Become a MyFTLB Insider
Join Our E-List



PAST MYFTLB ISSUES

MyFTLB Insider: February 2021 ❤️
MyFTLB Insider Email: Holiday Happenings
MyFTLB Insider: A Look Back At A Year We Will Never Forget
MyFTLB Insider | Super Bowl and Beyond
MyFTLB Insider | Valentine's Weekend
MyFTLB Insider | March Insiders Guide
MyFTLB Insider | Our Virtual Reality
MyFTLB Insider Email: Air Show Weekend &

LOCAL PRINT

MyFTL BEACH BEAT

#GOINGGREEN

Having debuted mid-January, the Las Olas Oceanside Park Saturday Farmers, Antiques and Artisan Market has gained a loyal following of locals who come to enjoy the variety of traditional greenmarket fare and unique mix of artisan wares. #stayintheLOOP and come visit every week for a new experience. For details, visit www.MyFTL.com



Rise & Shine Yoga with Lisa Pumper; 80' Organic Produce Stand Organic Dog Food; Paz y Luna Handmade Accessories; Pop Art Cards; Herb & Garden Plants; Gourmet French & Italian Cheeses; Handmade Organic Childrens Clothing and Accessories.



STAY CONNECTED

WE'RE SOCIAL @MYFTL



#STAYINTHELOOP

FREE CONCERTS EVERY FRIDAY 6:30 - 9:30 PM LAS OLAS OCEANSIDE PARK Fort Lauderdale Beach

FRIDAY NIGHT SOUND WAVES

APRIL 03 JOEL DASILVA & FRIENDS
APRIL 10 GORO CASTILLO
APRIL 17 SHANE DUNCAN BAND
APRIL 24 TITO PUENTE, JR & GUESTS

#soundwavesFLB

FRIDAYS 4-10 PM LOCAL ART VENDORS
ACUSTIC MUSIC + LIVE ART
STREET PERFORMERS 4-6PM
PICNICS IN THE PARK

MUSIC & MAKERS

View complete schedule through June 26
FridayNightSoundWaves.com

ON THE HORIZON April

- 7 Ride & Roar W Fort Lauderdale
- 8 Full Moon Rising S3 Restaurant
- 12 Full Moon Rooftop Party Bo's Beach
- 12 Concert Under the Stars Bonnet House
- 14 Fort Lauderdale Beach Sweep Las Olas & A1A
- 15 Serenades at Sunset Sonesta Fort Lauderdale Beach
- 21 Good Karma Pet Adoption the LOOP
- 22 Bark Brunch S3 Restaurant
- 22 GFL On The Rise. Release Your Inner Foodie and indulge in signature bites and beverage pairings served up by Greater Fort Lauderdale's rising culinary stars. www.gfflowine.com
- 26 Concert Under the Stars Bonnet House
- 27 Dogs, Beaches & Brews Parrott Lounge

View a complete calendar of events and ongoing weekly experiences, at www.MyFTL.com

THE LOOP FORT LAUDERDALE BEACH

INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN

By Arienne Glassman

In late October 2019, the City of Fort Lauderdale, and Central Beach CMA saw their long-term investment into planning and design come to life. For those of us of a certain age, watching the transformation of the one-time Las Olas Boulevard means the beach had its turning point. Mitchell's famed fish sign, "World Famous" for its name. Totes would not go in a "free museum" but instead would float four acres of green space where both the Oceanwalk and Southside parking lots once sat. A new state-of-the-art, IEEE certified parking garage would grow to the sky from the Mustang. Its low-impact design boldly welcomed those heading over the Las Olas Bridge by day, and its wraparound programmable lighting became a nightly entertainment spectacle. Sitting high atop the new garage's 5th level amenity deck, one could enjoy a staggering 210° open space situated off 5th Avenue South and A1A, estimated to be completed in late winter 2021/22, will feature a multi-level amenity play area surrounded by a 25th emergency preparedness deck with a 42-foot shade canopy and restroom facility. The lining coincides with the long-awaited completion of the International Swimming Hall of Fame and Aquatic Complex enhancements, set to open in two phases between summer 2021 and early 2022. When you add the \$70 million Las Olas Marine complex, a public/private partnership between the City and marina operator Sunco, mariners are not the only thing that will be created. The combined projects will, in essence, create a whole new neighborhood, and with it, infinite new experiences for residents and visitors alike.



since he and I worked together, I followed his work in creating the brand identity for LauderdalebytheSea, and his Instagram feed, @LauderdalebytheSea. A few conversations and days later, a simple idea almost happened, and a new identity for the LOOP had emerged. In the months that followed, countless offers were called upon to contribute to shaping the new landmark location. Their experience, vision, and leadership would provide the groundwork for an annual celebration plan with a goal of making the LOOP a place for people of all walks of life to enjoy.

If you have come this far, what does this all mean to you, the reader? In two short weeks after this publication hits my mailbox, there will be infinite experiences for everyone under the sun to share together at the LOOP. Most importantly, considering the challenging time we are all in, there will be a steady roll out of organic, socially distanced happenings and events that locals can enjoy and which will add new flavor to the Las Olas experience. Continuing their weekly Saturday display of more than 30 vendors, offering an eclectic mix of organic and

Summer Fun

8 THINGS TO DO ON LAS OLAS this Summer

MOONLIGHT SEA TURTLE WALKS
 Your adventure begins at the Museum of Discovery and Science with a fascinating presentation and then continues at Fort Lauderdale Beach where expert guides will lead you to sea turtle nesting grounds. Participants must be at least 9 years old, arrange for your own transportation and be prepared to walk 1-2 miles in the sand. From 8:00 pm to 1:00 am on June 8, 10, 15, 17, 24, 29. Tickets are \$19 for members and \$21 for non-members. 401 SW 2nd Street. 954.467.6637 | www.MODS.org

FRIDAY NIGHT SOUND WAVES
 Slide off your shoes and slip into the weekend every Friday night as Friday Night Sound Waves returns for its 6th season this summer and fall. The live live music series, presented by the Fort Lauderdale Beach business community (City of Fort Lauderdale BID) welcomes area locals and global visitors, the young and the young at heart to enjoy some of South Florida and the region's best musical talents, performing an eclectic range of genres. Bring a chair, bring a friend and bring your family and enjoy live music amid our soft summer ocean breezes at Las Olas Oceanside Park at the intersection of Las Olas Boulevard and A1A. 954.828.2690 | www.theLOOP.com/events

NSU MUSEUM OF ART FORT LAUDERDALE
 Stepping into an air-conditioned museum is the perfect thing to do on a hot summer day and NSU Museum of Art is the best place to do it.

SHOP, DINE & STROLL THE BOULEVARD
 You'll find five distinct areas of the Boulevard to explore that each have their own flavor and identity. Downtown; The Shops District; Civic Hammock neighborhood district; the fabulous Las Olas Isles residential district; and the Las Olas Beach district. Each area has a different vibe during the mornings, afternoons and evenings, so there is always something new to discover and to explore for every taste and interest. 954.258.8382 | www.lasolasboulevard.com

BEVERFRONT GONDOLA TOUR
 Explore the canals of the "Venice of America" on a super comfortable Americangondola. Sightseeing at its best! All of the gondolas are electric. Super quiet. No fumes. No vibrations. And very eco-friendly. And it's not only about sightseeing and romance. There is also a "Dance Cruise" option. Order from Casa Sensa restaurant (where the Gondolas reside) and have it served to you right on the boat just before departure. Of course, you are always welcome to bring your own food and drinks on board with you. (954) 616-7699 | www.riverfrontgondolaltours.com

APRECIATION
 American pride will be on display all along Fort Lauderdale Beach starting the weekend of May 7-9 with the return of the Fort Lauderdale Air Show and ending May 29 with the return of the Great American Beach Party. While much of both celebrations will remain the same, including the annual tradition of the SDCOM's paratroopers (ahem), this year the LOOP will host many of these events between the ocean and intercoastal, and along the Las Olas festival street. For complete details and ways to enjoy, visit theLOOP.com



MORE AT THE MARKET

EVERY SATURDAY there is more to enjoy at the weekly Saturday Farmers Market at Las Olas Oceanside Park. A variety of free, fun and engaging activities around a different monthly theme. Coordinated in partnership with area nonprofits, local businesses, and supported by a funding grant from the City of Fort Lauderdale BID and the barrier island's business community, we encourage you to mark your calendar and save the date for a new experience each week. Highlights throughout May & June include:

- 1st SATURDAY FAMILY DAY**
 Families with children of all ages are able to stretch their mind and body with free activities for children with paid adult to the morning yoga class, and participate in STEM-based activities in partnership with the Museum of Discovery & Science traveling STEAMobile.
- 2nd SATURDAY TARGET-HEALTH**
 Health & Wellness non-profit, FUPANet, teams up with Target® to present a live cooking demonstration and sampling of nutritious, delicious and easy to make recipes you can easily cook at home. Recipe cards are provided and also at theLOOP.com for digital download.
- 3rd SATURDAY ART COLLAB**
 In partnership with ArtSaves, and local artists, market visitors can participate in a collaborative art project aimed to bring awareness to ocean health. In May, we welcome Ocean Conservation artist, Lisa Mirval-Capron, (pictured) to lead on SOS DEBIBS ART project.
- 4th SATURDAY GFLW FILMING**
 Join us for a live taping of 4th Market with GFL Food & Wine, which features local chefs creating a special dish using fresh ingredients they find at the market.

For complete schedule of activities, view facebook.com/oceansidemarket



05.10.2021 BID Meeting Backup

**V. Discussion and Recommendation of
BID Logo**

**Tasha Cunningham
BID Manager**

Beach Improvement District (BID) Manager Update

May 10, 2021

Presented By



Presentation Outline

① BID Brand Identity System Discussion and Selection

- Overview
- Timing
- New Brand Identity Options

② Visit Lauderdale CVB Marketing Campaign

- Overview
- Campaign Action Plan and Timeline
- Next Steps

③ Questions & Answers



1

*BID Brand Identity System Discussion
and Selection*

Why Rebrand the BID Now?



- Will be launching a national campaign in partnership with Conde Nast, the CVB and the New York Times.
- Post-pandemic destinations are rebranding and retelling their brand with a fresh narrative.
- Current branding has been in place for over four years.
- Old branding is dated and reminiscent of clipart with words around it.
- Past logo iterations follow the same dated, clipart style pattern.
- Now is the ideal time to leverage the CVB's resources to tell the story of both the BID brand refresh and the destination.
- Too much emphasis on the URL and not enough on the destination.
- Current branding doesn't convey hip, fun, cool or chic.





Adaptive to Square Version with MyFTLB.com

THE CITY OF FORT LAUDERDALE BEACH IMPROVEMENT DISTRICT



THE CITY OF FORT LAUDERDALE BID

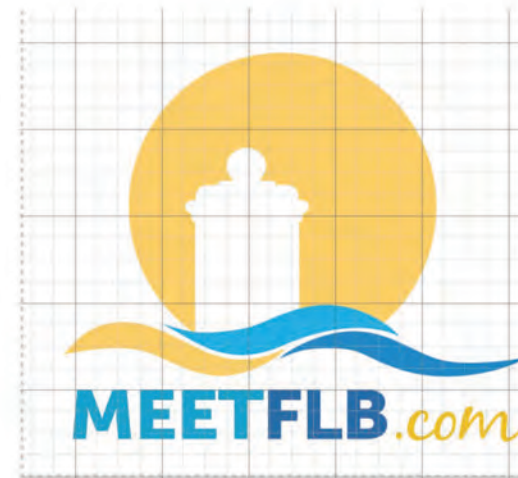


THE CITY OF FORT LAUDERDALE BEACH IMPROVEMENT DISTRICT

Horizontal Options and Rebrand Alignment
New domains purchased



2019 New Logo Morph / Domain Option
\$4,000 for MyFLB.com purchase



<https://www.youtube.com/watch?v=POC80mOm4>

2018 New Logo Inspiration

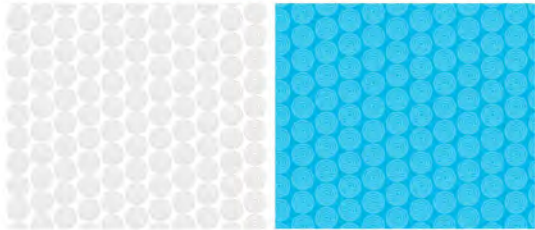


*New BID
Brand Identity Options*

A New Brand Narrative for Fort Lauderdale Beach

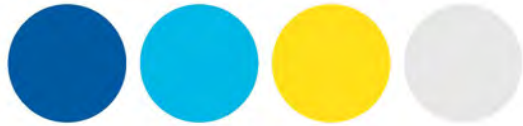
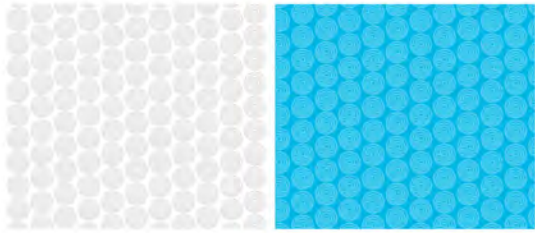
- Showcases what's makes Fort Lauderdale Beach Different – the wide open spaces, iconic beaches, exciting leisure options, and beautiful sunshine. This is the theme of the CVB campaign.
- Incorporates wordmarks that play of the letters FTLB.
- Aligns with and complement CVB branding.
- Creates a vibrant, engaging brand that resonates with a diverse group of travelers.
- Creates fresh, campaign-related content that will drive action like booking a stay, making a restaurant reservation or signing up for more information.
- Strengthens positive perceptions of Fort Lauderdale Beach, and protects it through trademarking brand assets, including logo.

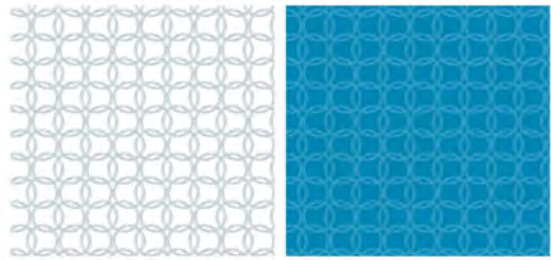






PROUDLY FUNDED BY
THE CITY OF FORT LAUDERDALE BEACH
IMPROVEMENT DISTRICT



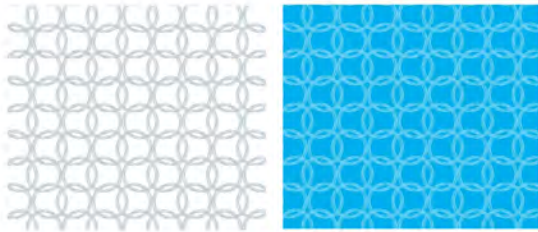




PROUDLY FUNDED BY
THE CITY OF FORT LAUDERDALE BEACH
IMPROVEMENT DISTRICT



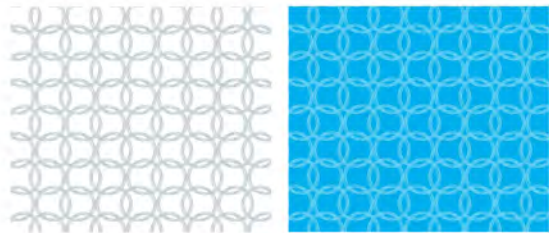
B1





MY FORT LAUDERDALE BEACH

PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE BEACH
IMPROVEMENT DISTRICT



C1





MY FORTLAUDERDALE BEACH





MY FORTLAUDERDALE BEACH

PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE BEACH
IMPROVEMENT DISTRICT



2

*Visit Lauderdale
CVB Marketing Campaign*

Campaign Goals and Objectives

- This campaign sets out to achieve **four** main goals:
 1. Promote the message that Fort Lauderdale Beach is open for business and better than ever with a new brand and a new promotional campaign.
 2. Create a new BID narrative and tell the story of how the organization enhances experiences for residents and visitors alike on Fort Lauderdale Beach.
 3. Showcase BID businesses, adventurous leisure activities, history, restaurants, hotels and the unique atmosphere that Fort Lauderdale Beach offers.
 4. Introduce a fun, versatile brand that works for both a travel destination and the government entity responsible for marketing it.



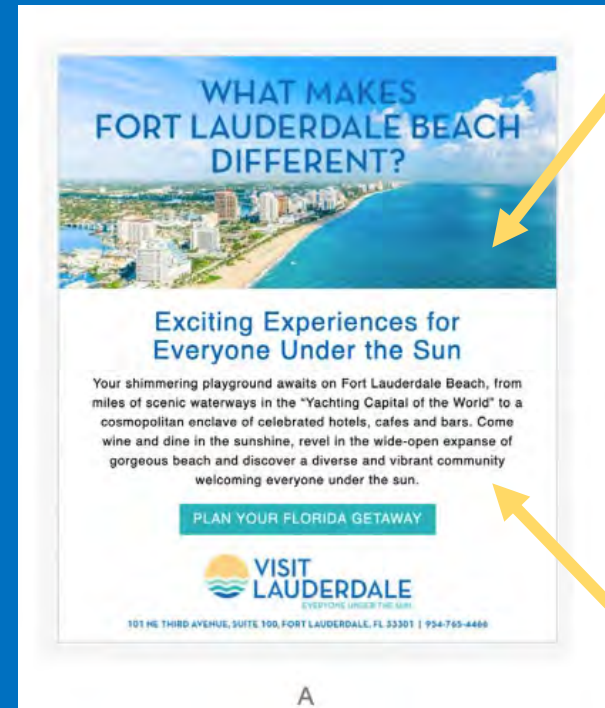
Conde Nast Traveler

- Filming for this video segment begins in June 2021:
 1. Focus on host, Chef Paula, spending a day in the BID, starting with breakfast and ending with a beautiful beachside dinner.
 2. Activities include:
 - Breakfast at Café Casablanca
 - Water activity on the W Pool Deck
 - Panoramic shots of BID businesses, big Chairs on the Beach, water activities and other b-roll
 - Dinner at Coconuts
 3. Focus on Chef Paula discovering wide open spaces, family-friendly activities and exciting experiences for everyone under the sun.
 4. Final itinerary will be shared with the BID board.
 5. Brand Advocates will have a team present to film a series of behind-the-scenes videos of the filming for YouTube, social media and blog posts.



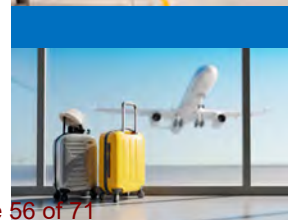
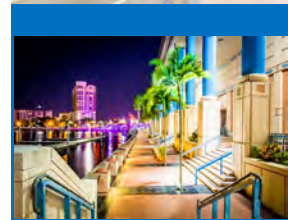
New York Times Great Getaways Newsletter

- Due 5/30 to the New York Times
- Publish dates: June 7 and August 10
- 145,000 Estimated NYT Great Getaways Subscribers per deploy
- Estimated Impressions: 290,000
- New BID logo will be incorporated into all creative.



New BID logo would be in this area.

Copy will be reduced in this section.



Audacy, Replacing World Red Eye

- Two videos will be developed “Best Places to Stay” and the second would be “Best Places to Dine” on Ft. Lauderdale Beach.
- The videos would be distributed on Audacy’s various social channels and website. If this replacement is approved, “Best Places to Stay” will be shot in May and “Best Places to Dine” will be shot in July.
- Aqua is working with Von Freeman from Riptide and his team on this media buy.



Media Relations

- Campaign media kit
- Joint press release with the CVB
- Distribution of joint press release to networks of Brand Advocates, CVB and Aqua
- Pitch media
- Coordination of media interviews that will include BID businesses
- Added value of media relations efforts is more than \$35K



Afar Network, Digital and Social Media

- Afar Network Web Banners
 - Banners will lead to CVB landing page
 - Links to BID website will be embedded on landing page
 - Pop-up will be included with call-to-action to sign up for LauderDeals.
- CVB Landing Page
 - Extensive SEO has been conducted by CVB and Aqua
 - MyFortLauderdaleBeach.com website does have SEO.
- Monthly content calendars for social media
 - Will incorporate posts about the campaign with call-to-action to DISCOVER. DINE. STAY. PLAY.
 - Campaign content will be posted at minimum of twice per week during the campaign run.



Promotional Items

- T-Shirts
- Masks
- Stickers
- Palm Cards
- Tote bags
- Booth Set Up
- Key Chains



Timeline

Beach Improvement District / Visit Lauderdale CVB 2021 Consumer Leisure Co-op

Message/Campaign: Inspire travelers to consider Fort Lauderdale Beach for their next vacation with focus on wide open spaces and safety, utilizing custom generated content and integrated advertising channels.

Reporting: Initial results will be provided in June

Media Partner	CO-OP Details	Flight Launch	Content	Audience Targeting	Estimated Impressions	Geographic Targeting	BID Investment Level	Visit Lauderdale CVB Investment
Audacity	Two Videos, Articles & Social Media Programs. Two (:60) videos and editorial articles that would be distributed on the Audacity network and through Audacity and CVB social media channels.	June to August	Videos to focus on: Best Places to Stay & Best Places to Dine on Fort Lauderdale Beach.	Audacity website visitors & social media followers. Audacity is a leading media platform with a strong, diverse audience	426,000	New York DMA, Chicago DMA, Boston DMA, Philadelphia DMA, Washington DC DMA and Atlanta DMA at 70% of the budget, plus Columbus OH, Cleveland OH, Cincinnati OH, Raleigh-Durham NC, Charlotte NC, Pittsburgh PA at 30% of the budget.	\$10,000	\$10,000
AFAR Digital	ROS Desktop & Mobile Web Banners (Geo-Targeted).	May to June	Fort Lauderdale Beach focused	Highly recognized travel brand that inspires and enables those who travel to have a more fulfilling travel experience	400,000		\$8,000	\$8,000
New York Times Great Getaways e-Newsletter	Two co-branded emails to NYT travel intenders.	Deploy dates: 06/07 and 08/10	Emails to leverage Audacity videos/articles	145,000 Estimated NYT Great Getaways Subscribers per deploy	290,000	145,000 Estimated NYT Great Getaways subscribers national wide	\$10,000	\$10,000
Matador Network	Custom Hero Video (1-3 minutes) video produced, published, and promoted, plus Article & Social Media Program, Long form video, plus cut downs lengths and editorial article, distributed on MatadorNetwork.com and through its social media channels, on Matador's Facebook & YouTube.	May	Video to focus on: Fort Lauderdale Beach outdoor adventures. Could include paddle boarding, boating & other activities on the water and will include safety message.	Matador Network website visitors & 2M+ social media followers. Matador Network is a leading media platform that showcases the wonder of travel	7,200,000	TBD	\$22,000	\$22,000
Condé Nast Traveler	CNT "Walking Around In" Custom Video Package Including One (1) Long-Form Hero video distributed via YouTube Instream Including One (1) Dark Mixed Placement Video Social Post driving to the longform video on CNT O&O, Geo-Targeted. It would also include branded social media support throughout the CNT network, with cutdown versions. Production Lead Time: 6 weeks	July	Video to focus on either Las Olas or A1A (BID to pick one). Maximum of four to five stops in video.	CNT is a luxury and lifestyle travel brand with over 16M followers. CNTraveler.com, video.CNTraveler.com, CNT social channels	10,000,000		\$50,000	\$50,000
					18,316,000		\$100,000	\$100,000
							Media Value	\$282,400



Creative Produced to Date

Static Banners

Discover Wide Open Adventure



A

New BID logo would be in this area.



B

New BID logo would be in this area.

2

Static Banners

Wide Open Adventure Awaits



A

New BID logo would be in this area.



B

New BID logo would be in this area.

3



Return on Investment (ROI) – Measurement and Evaluation

- For every \$1 the BID spends on this campaign, it receives \$3 in value. For the \$100,000 spent, the BID receives over \$300,000 in brand exposure.
- Added value of media relations services is more than \$35,000.
- Added value of new brand identity is more than \$30,000.
- Data and analytics will be provided to the BID to quantify campaign effectiveness.
- Presentation to the BID board will be made in August 2021.



Next Steps

- Approve new BID branding in May.
- Incorporate new BID branding into campaign creative in May.
- Prepare and distribute joint launch press release on June 7, 2021
- Filming begins with Conde Nast Traveler in June.
- Ads go out on Afar and Matador networks on the digital side in June.
- Procure promotional items in the May/June timeframe.
- Monitor campaign performance - ongoing.



3

Questions & Answers

VI. BID Manager Update

**Tasha Cunningham
BID Manager**

- **Co-op Promotional Campaign Update**
- **Miscellaneous Report**

**VII. Spring Break Recap Discussion
Quorum**

**AJ Yaari
Business Owner &
BID Committee
Member**

EVENTS ON THE BEACH MAY-AUGUST 2021

May *BID funded				
		DAY	LOCATION	TIME
1	FLLY Kite Festival	1 or 2	Las Olas Intracoastal Promenade	10a -4p
2	Las Olas Oceanside Market	1	Las Olas Oceanside Park	9a-4p
3	Polish Flag Day	2	Las Olas Oceanside Park	4pm - 9pm
4	Air Show	8-9	Fort Lauderdale Beach	
5	Friday Night Sound Waves	7	Las Olas Oceanside Park	4pm - 9:30pm
6	Las Olas Oceanside Market	8	Las Olas Oceanside Park	9a-4p
7	Sunset Salutations	13	Las Olas Beach Garage	6pm - 8:30pm
8	Friday Night Sound Waves	14	Las Olas Oceanside Park	4pm - 9:30pm
9	SEFFA Volleyball Tournamanet	14	Fort Lauderdale Beach Park	10a-5p
10	Las Olas Oceanside Market	15	Las Olas Oceanside Park	9a-4p
11	Friday Night Sound Waves	21	Las Olas Oceanside Park	4pm - 9:30pm
12	BRUNCH (Fortune 500)	22	Las Olas Garage Rooftop	4p-10P
13	Las Olas Oceanside Market	22	Las Olas Oceanside Park	9a-4p
14	Friday Night Sound Waves	28	Las Olas Oceanside Park	4pm - 9:30pm
15	Great American Beach Party	29	Fort Lauderdale Beach	
16	Las Olas Oceanside Market	29	Las Olas Oceanside Park	9a-4p
June *BID funded				
		DAY	LOCATION	TIME
1	Pro Footvolley Tour	3--6	Fort Lauderdale Beach Park (VB)	
2	Friday Night Sound Waves	4	Las Olas Oceanside Park	4pm - 9:30pm
3	Las Olas Oceanside Market	5	Las Olas Oceanside Park	9a-4p
4	Sunset Salutations	10	Las Olas Beach Garage	6pm - 8:30pm
5	Pro Footvolley Tour	10--13	Fort Lauderdale Beach Park (VB)	
6	Friday Night Sound Waves	11	Las Olas Oceanside Park	4pm - 9:30pm
7	Family Fun & Fit Day	12	Las Olas Intracoastal Promenade	10am - 2pm
8	Las Olas Oceanside Market	12	Las Olas Oceanside Park	9a-4p
9	Pro Footvolley Tour	17-20	Fort Lauderdale Beach Park (VB)	
10	Friday Night Sound Waves	18	Las Olas Oceanside Park	4pm - 9:30pm
11	Las Olas Oceanside Market	19	Las Olas Oceanside Park	9a-4p
12	Pro Footvolley Tour	24-27	Fort Lauderdale Beach Park (VB)	
13	Friday Night Sound Waves	25	Las Olas Oceanside Park	4pm - 9:30pm
14	Las Olas Oceanside Market	26	Las Olas Oceanside Park	9a-4p
July *BID funded				
		DAY	LOCATION	TIME
1	Friday Night Sound Waves	2	Las Olas Oceanside Park	4pm - 9:30pm
2	Las Olas Oceanside Market	3	Las Olas Oceanside Park	9a-4p
3	4th of July Spectacular	4	Fort Lauderdale Beach / LOOP	
4	Sunset Salutations	8	Las Olas Beach Garage	6pm - 8:30pm
5	Pro Footvolley Tour	8--11	Fort Lauderdale Beach Park (VB)	
6	Las Olas Oceanside Market	10	Las Olas Oceanside Park	9a-4p
7	Flock Fest	10	Fort Lauderdale Beach (on sand)	11a - 4p
8	Pro Footvolley Tour	15-18	Fort Lauderdale Beach Park (VB)	
9	Las Olas Oceanside Market	17	Las Olas Oceanside Park	9a-4p
10	Las Olas Oceanside Market	24	Las Olas Oceanside Park	9a-4p
11	Las Olas Oceanside Market	31	Las Olas Oceanside Park	9a-4p
August *BID funded				
		DAY	LOCATION	TIME
1	Broadway at the Beach	6	Lass Olas Beach Garage	6pm - 8pm
2	Las Olas Oceanside Market	7	Las Olas Oceanside Park	9a-4p
3	Community Garage Sale	8	Las Olas Beach Garage	9am - 3pm
4	Sunset Salutations	12	Las Olas Beach Garage	6pm - 8:30pm
5	Broadway at the Beach	6	Lass Olas Beach Garage	6pm - 8pm
6	Las Olas Oceanside Market	14	Las Olas Oceanside Park	9a-4p
7	Broadway at the Beach	6	Lass Olas Beach Garage	6pm - 8pm
8	Las Olas Oceanside Market	21	Las Olas Oceanside Park	9a-4p
9	Broadway at the Beach	6	Lass Olas Beach Garage	6pm - 8pm
10	Las Olas Oceanside Market	28	Las Olas Oceanside Park	9a-4p

**VIII. Communications to
City Commission**

**Anna MacDiarmid
BID Chair**

- IX. Old/New Business** **Cija Omengebar**
- **Legal Opinion Update**
 - **Reschedule June 14 Meeting**
 - **June Meeting Agenda Item Recommendations**
 - 1) **Love is in the Air Post-event Presentation**
 - 2) **South Beach Parking Lot Improvements Update**

V. Adjournment

**Anna MacDiarmid
BID Chair**