

AGENDA
REGULAR MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
Monday– AUGUST 9, 2021
3:30 PM
CITY HALL
100 NORTH ANDREWS

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| I. Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. Approval of Meeting Minutes
• Regular Meeting July 12, 2021 | Anna McDiarmid
BID Chair |
| III. Funding Request \$25,000
Winterfest Parade Viewing & Festival | Lisa Scott-Founds
Winterfest Inc.
President/CEO |
| IV. Funding Request \$195,000
Las Olas Oceanside Park Activation | Arianna Glassman
rAv Communications |
| V. Funding Request \$750,000 or \$300,000
Audacy Beach Festival | Von Freeman
Audacy Operations Inc. |
| VI. BID Manager Update
• Co-op Promotional Campaign Update
• Airshow Update
• Miscellaneous | Tasha Cunningham
BID Manager |
| VII. Communications to the City Commission | Anna MacDiarmid
BID Chair |
| VIII. Old/New Business
1) TBD Special Meeting - Marketing Strategy Discussion
2) <u>September Meeting Agenda Item Recommendations</u>
1. South Beach Parking Lot Infrastructure Project
2. Las Olas Marina Project MOT Presentation
3. Airshow Post Event Presentation
4. Redefining Contract Scopes
3) General updates | Cija Omengabar
CRA Planner |
| IX. Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID WILL BE HELD, **3:30 PM MONDAY – SEPTEMBER 13, 2021**

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**

**Anna MacDiarmid
BID Chair**

- II. Approval of Meeting Minutes**
- **Regular Meeting July 12, 2021**

Anna McDiarmid
BID Chair

**III. Funding Request \$25,000
Winterfest Parade Viewing & Festival**

**Lisa Scott-Founds
Winterfest Inc.
President/CEO**



GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):

Lisa Scott-Founds

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Winterfest, Inc.

b. Is the company doing business under another name, if yes, list name(s):

NA

c. Mark (X) near applicable business structure:

-Sole Proprietorship

-Partnership

-Corporation

-S Corporation

-Limited Liability Company (LLC)

3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Lisa Scott-Founds ; President/CEO

4. Name of Event/Project/Proposal:

Winterfest Parade Viewing & Festival (open to the public to purchase tickets)

5. Location of Event – Provide description and location map or site plan:

Las Olas Intracoastal Promenade Park

6. List all the dates associated with this event:

a. **Set-up date(s):** 12/10/2021

b. **Event date(s):** 12/11/2021

c. **Break-down date(s):** 12/12/2021

7. Hours of Operation: 4-11pm

8. Projected attendance: 3000+

9. Cost to attendees: \$20 adult, \$10 children 10 years and younger (this the lowest ticket price that will be offered. \$25 and \$15 will be regular price and we will offer \$5 discounts

10. Total Cost of Event: \$150,000

11. Amount Requested from BID: \$25,000



GRANT APPLICATION

12. Indicate what the requested amount will be used for:

Fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, police detail, Fire/EMS, Television, newspaper, magazines, social media, Entertainment, power, lighting, tents/tables/chairs, barricades, traffic signage.

13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Corporate sponsorship- amounts vary, ongoing effort. As of 8/2/21- commitments from Lacroix, Stella Artois, Florida Panthers, we are still seeking sponsors

14. Proposed Activities Planned (Attach a narrative if necessary):

Live Music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities, Boat Parade viewing, festival atmosphere

15. BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The Parade is a 50 year old event and viewing locations have been a big part of the celebration. A change of venue with adjacent parking is a tremendous appeal to our audience and will make access to the event inclusive. This area will be the largest organized viewing area along the 12 mile parade route. It will be highlighted and featured thru out our advertising campaign. The new location will be highlighted to ensure the public knows our change of venue. Area will also be the only organized Viewing for residents & Tourists alike. We intend to work with all the area hotels on the beach and restaurants to create a program to encourage people to stay and play. We are walking distance to those locations. (see attached program suggestion)- the Hilton Fort Lauderdale is committed already assist with outreach, we are working with FLRA, Beach Council, Broward Tourism Coalition for additional outreach for this program). This will be tracked thru a unique ticket code.

16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.

Winterfest as a whole has an economic impact of 50 million dollars to the Greater Fort Lauderdale Economy annually. We will be incorporating this area and appropriate language to include the BID and the area in a 3 million dollar advertising campaign from October-December. This will bring attention to the area and promoting the businesses including hotels and restaurants by offering a package we will promote (such as: a weekend stay will include viewing tickets to this area- same as program in #15) . This information is available now for accessing and sending us the promotion to make live on our site. It will be sharable for all participants in program. Cross promoting is in our branding efforts drawing people to the area that may not



GRANT APPLICATION

otherwise be aware of it. We encourage the BID to activate at the event, further promoting their initiatives and providing special benefits to the assessed properties of the Beach Business Improvement District. We will encourage Economic development by assisting in business attraction, promote local businesses and destinations (hotels, shops, restaurants); generate increased economic activity; generate a clean, safe environment for visitors, improve quality of life within the region; establish Fort Lauderdale Beach as a premier resort destination; increase tourism in the area; expand business revenue and increase economic growth; enhance the attractiveness of the district; create a unique sense of place for visitors to enjoy.

17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

The event will be ticketed, we will have reporting on actual attendees and where they are from. We will hire Touchpoll (professional polling company) to survey guests, professional photographs of the area will be taken and we will provide a recap of the campaign elements related to this particular event/location.

18. Explain in detail how the proposed event will aid in the BID's efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.

We will promote with the Advertising campaign as indicated above, this location will also be included in our 1 hour television special that is produced in cooperation with WSVN Channel 7, aired 5 times locally and also in Boston. Additionally, picked up by Bally (formerly Fox Sports) and aired in 35 additional markets. This will shine a bright light on the area. There are additional marketing/branding opportunities within Winterfest such as a boat in the parade (not included in this ask, but a variety of options available for discussion).

19. Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

We have television spots promoting the area for ticket purchase on WSVN Channel 7, spots on iheart radio, magazine ads and distributed heavily thru social media in addition to 100,000 brochures, newsletters/souvenir journals direct mailed and also sent digitally to 150,000. All will include the Promenade Park viewing location. This is heavily included in our advertising/marketing campaign valued at 3 million dollars. This campaign begins in October.

20. **BID SPONSORSHIP TERMS:** Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c).



GRANT APPLICATION

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANOUNCEMENTS, ETC.



B. BID MANAGER WILL REVIEW AND APPROVE

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. Mark [X] if understands and agree with each statement:

- I will request BID Logo in appropriate format for marketing purposes.

- I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

- I have completed a new vendor application form to the City of Fort Lauderdale.

- I have completed a W-9 form with the City of Fort Lauderdale.

- If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.

- If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale
City Hall
C/O D'Wayne Spence, Assistant City Attorney



GRANT APPLICATION

100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.

- If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID
Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311

- The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing a post-event presentation. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 512 NE 3RD AVENUE

FORT LAUDERDALE

ZIP CODE: 33301

OFFICE PHONE: 954-767-0686

CELL PHONE: 954-562-7021

EMAIL ADDRESS: LISA@WINTERFESTPARADE.COM; DAWN@WINTERFESTPARADE.COM

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- LEGAL NAME AND PLACE OF BUSINESS
ADDRESS MATCH SUNBIZ.ORG
ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN
ADVERTISING/ MARKETING EFFORTS
- AS APPLICANT I AM THE AUTHORIZED
REPRESENTATIVE TO SIGN BID APPLICATION
AND CITY AGREEMENT.
(OR)
- NOT AUTHORIZED TO SIGN AGREEMENT;

**WRITE NAME & POSITION OF AUTHORIZED
INDIVIDUAL TO SIGN THE GRANT
PARTICIPATION AGREEMENT WITH THE CITY.**

Name should be the same as →
question #3

LISA SCOTT-FOUND

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Winterfest, Inc.

PRESIDENT/CEO

COMPANY NAME & APPLICANT TITLE

JULY 6, 2021

DATE SIGNED

NAME: LISA SCOTT-FOUND

TITLE: PRESIDENT/CEO

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND
MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN A BINDING AGRREMENT,
APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT
PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT
LAUDERDALE.**



“Best Show on H2O”

JOIN THE CELEBRATION!

There are all sorts of ways to be a part of Winterfest!

From entering a boat promoting your business to supporting Winterfest Events.

Businesses can also show their support inexpensively by donating items to the Winterfest online auction and/or offering a discount to customers using a promo code to celebrate Winterfest's 50th Anniversary!



Winterfest 2021

**PARADE DATE
DECEMBER 11, 2021**



HELP US CELEBRATE 50 YEARS - PROMOTE YOUR BUSINESS WITHIN WINTERFEST

**BROWARD COUNTY RESTAURANTS, HOTELS, ATTRACTIONS, BUSINESSES
IT IS AS EASY AS ONE, TWO –**

1. WINTERFEST'S 50th ANNIVERSARY WITH OUR GOLDEN PROMO CODE

Opportunity to be a part of Winterfest's 50th Celebration as an inclusion on the website. Approved Broward County businesses will be listed with their promotion on our Website. Our social media will be promoting visitors and residents to visit the page to take advantage of the offers.

The Winterfest® 50th Anniversary Campaign will encourage cross promotions throughout Broward County. The Winterfest team along with various other hospitality committee members are in the preliminary promotional stages. We are working to encourage restaurants and hotels in the area to promote the anniversary and play off the 50 years (ie. **WF50 promo code** gives the user 50% off / \$50 off, or other discounts on their purchases). Discounts are to be valid from June-December 2021. Any restrictions must be submitted prior to your company being listed on the site.

Our Facebook Page alone has over **40,000 FANS**.



AND 2. WINTERFEST ONLINE AUCTION

THE PERFECT ONLINE HOLIDAY SHOPPING EXPERIENCE:

The Online Auction annually hosts over 200 spectacular items which include hotel rooms, dinners, etc. Supporters of the auction reap the benefits of a three-month online promotion with attendees of the Black-Tie Ball as well as online shoppers seeing their logo, photos, etc. within the online auction pages.

Our social media drives traffic to the auction pages. Minimum donation of \$100 has your logo and photo on the auction pages. Donation of \$1000 or more gives your company additional exposure on social media.

OTHER OPTIONS?

HOST A WINTERFEST HAPPY HOUR ...

HOTELS SUPPORT OUR WINTERFEST WEEKEND VACATION CAMPAIGN

OWN A BOAT? JOIN THE PARADE AND BE A FLOATING BILLBOARD FOR YOUR BUSINESS

Own a 20, 40 or 60 ft boat? If you can decorate it with lights and add a sign – your boat becomes a floating billboard for your company in the Parade. Entry fees for boats with corporate signage start at \$250. It's a great way to be a part of the community and promote yourself.

Don't have a boat? Contact Winterfest for information on charter vessels. We do everything from charter, catering and hire the decorators – so you and your guests can just walk on and enjoy the ride.

WANT MORE FROM WINTERFEST? Contact our office – there are so many possibilities.



WINTERFEST

BOAT PARADE



WANT MORE FROM WINTERFEST?

Join Our Corporate Team of Partners

Join our team of Corporate Partners and reap the rewards of a family tradition with an annual advertising campaign valued at more than 3 million dollars. The **50th annual Winterfest Celebration featuring the Seminole Hard Rock Winterfest Boat Parade**, is an internationally recognized event that historically reaches a live audience in excess of **1,000,000 people** (pre-Covid numbers) in one day along the 12-mile parade route, while reaching millions more with our one-hour television special. Winterfest is the perfect organization to brand your company while showing goodwill to the community at large.

Call **954-767-0686** today to find out about partnerships that give you the opportunities to engage in our overall event campaign.

CELEBRATIONS – PARTNERSHIPS – COMMUNITY – BE A PART OF IT
WINTERFEST 2021



Launch Party



Family Fun Day



Black Tie Ball



Grand Marshal Reception



VIP Area



Seminole Hard Rock
Winterfest Boat Parade



Parade Viewing Area



Captain's Meeting



Captain's Cup



Volunteer Party



OCTOBER-DECEMBER 2021 MARKETING FOR THE PARADE VIEWING AREA:

PRINT:

150,000 Newsletters: 4-Page Newsletter and 12-Page Newsletter which will be distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents.) in October and November:

1. Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
2. Boca/Delray
3. Coral Springs/Parkland
4. Weston/SW Ranches
5. West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
6. Aventura
7. Doral
8. Pinecrest/Coral Gables

100,000 Brochures: 20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.

TELEVISION:

A minimum of forty (40) :15 / :30 promotional spots on WSVN Channel 7 (FOX)

RADIO:

A minimum of (20) Fifty :15 / :30 promotional *radio spots* and give-a-ways promoting the area in the tri-county area.

DIGITAL:

EBLASTS & E-NEWSLETTERS: Lifestyle Magazine targeted Eblast to 150K
30 year old + Florida resident database

MAGAZINE DIGITAL VIEWERSHIP (from Lifestyle Magazine): Digital Viewership is estimated at 560K in November and December.

HANDSHAKE and other CROSS PROMOTIONS with Parade Supporters on Facebook and other Social Platforms.

FACEBOOK: Event Page created for the Viewing Area. Promoting our sponsors.

STAY AND PLAY: A minimum of eight (8) Digital Promotions Posts on multiple social media platforms promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

STAY AND PLAY: A minimum of four (4) Digital Promotions Posts on multiple social media platforms promoting to Stay after the Parade for the Concert and enjoy a night at a local BID Area Hotels.





WINTERFEST PARADE VIEWING AREA

On Las Olas Boulevard and the Intracoastal

BEACH – PARADE – NIGHTLIFE – STAY

Campaign to Brand – Promote - Connect the new Parade Viewing Area walking distant to Fort Lauderdale’s Beach and Intracoastal Attractions



The Intracoastal



And The Beach Together...

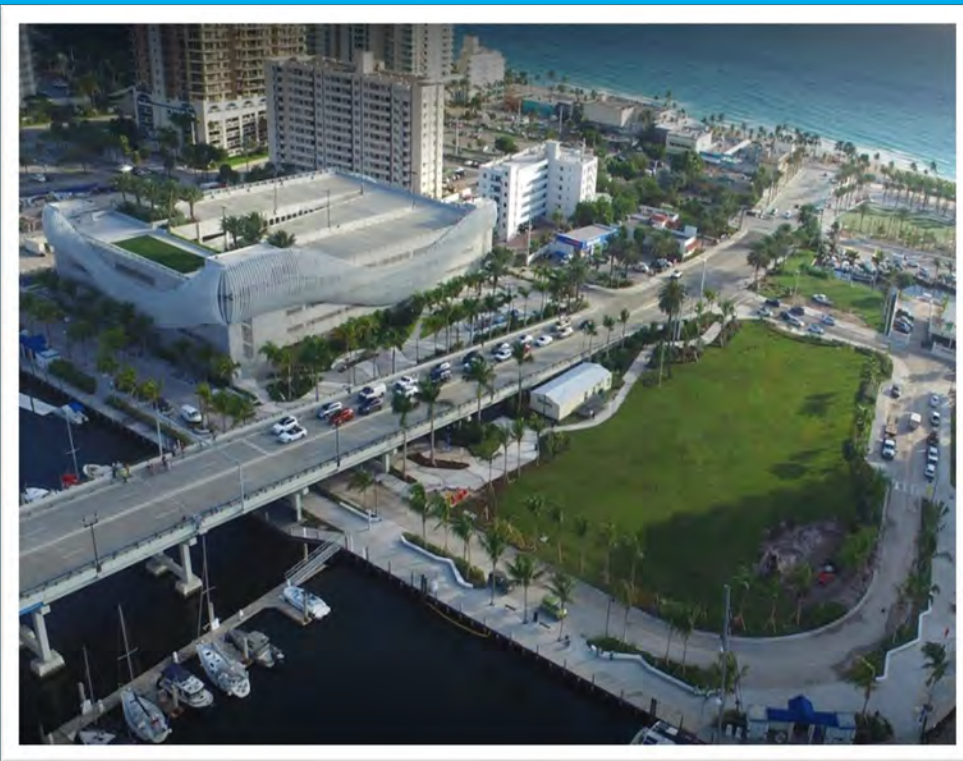
ftlbeach

PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT



Celebrate Winterfest





“Party in the Park” Parade Viewing Area

CAMPAIGN –
PARADE VIEWING AREA



This is the LARGEST organized viewing area along the 12-mile Parade Route scheduled on DECEMBER 11, 2021

NEW LOCATION FOR 2021 with Garage Parking and easy access to the beach before or after the Parade. The Winterfest Parade Viewing Area is the prime location to view the Parade, located east of Las Olas Bridge – Promenade Park. Approximately **4,000** guests will be able to easily park, spend a day at the beach and a night in our gated viewing area with entertainment, food and fun. This area is a festival within the event with an assortment of interactive games, hospitality, vendors, food and beverages for purchase. A stage with live entertainment and Santa Claus will be on hand for photos. **Entertainment will continue after Parade passes.**

TELEVISION VIGNETTE: Guaranteed image of BID activation in our one-hour Winterfest television special in the vignette (subject to final editing by WSVN). **PLEASE NOTE:* This one-hour television special is produced in cooperation with WSVN Channel 7 (South Florida FOX Affiliate with 1.5 million household viewers). In 2020, the Winterfest special aired five times in South Florida, twice in the Boston market on WHDH-TV and WLVI-TV. In addition, it aired seven times on FOX Sports Florida (now Bally's Sports) which is available to 7.1 million households in and outside of Florida.



8.9.2021 BID Regular Meeting

Parade Viewing Area

SAFETY

“Stay Healthy During the Holidays”

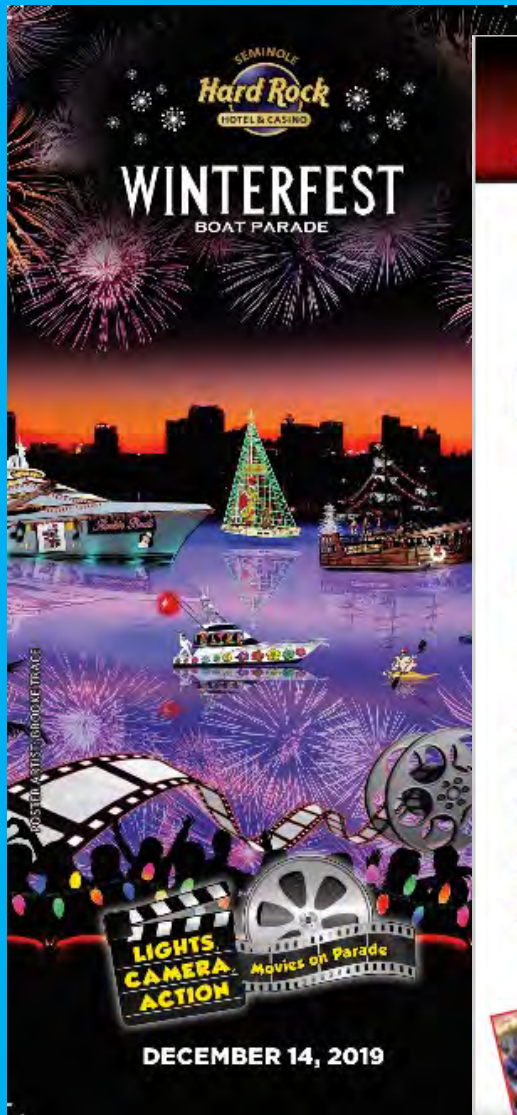
HEALTH AND SAFETY NOTE:

Winterfest will follow CDC COVID-19 guidelines. We will continue to evaluate leading up to our event. It is during this outdoor event that Winterfest will promote a “Stay Healthy during the Holidays” environment.

PLEASE NOTE:

- The Parade Viewing Area is an outdoor event.
- The arrival experience into the area will be as contactless as possible.
- Parade Viewing Area has contactless tickets / digital ticket scanning
- Chairs will be available to attendees and comfortably placed to view the Parade.
- Hand sanitizing stations will be available throughout the area.
- Fully attended and sanitized restrooms will be placed at this outdoor location. Sanitation will be continuous during the event.
- All ticket purchasers will be required to acknowledge ticketing/attending terms & conditions disclaimer. The link will be included on all credentials, tickets and select signage displayed at events.
- Staff/Volunteers will adhere to guidelines.





Sample pages from 2019 campaign

PARTY IN THE PARK

See Bret Michaels from the Best Seats on the Parade Route!



GRANDSTAND VIEWING AREA



December 14th - gates open at 3:30 p.m.
at Hugh Taylor Birch State Park

AUTHORIZED TICKET LOCATIONS



Seminole Hard Rock Hotel & Casino Front Desk,
Winterfest Office, online, mail or phone

Take in the Parade's sights and sounds from the best seats on land!
All seats are reserved and assigned

Culinary Courtyard presented by
plenty of food and beverages for sale



Live Entertainment on the
Fort Lauderdale Stage
Featuring Breeze



FESTIVAL ATMOSPHERE
Photos with Stanley Panther
and Santa

Engage with a variety of vendors
and charity groups.
Interactive games



Parade Viewing Area and Festival

CAMPAIGN – PRINT - BROCHURE



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| <p>TITLE SPONSOR
Seminole Hard Rock Hotel & Casino</p> <p>OFFICIAL SPONSORS
939MIA
BIG 105.9
Fifth Third Bank, South Florida
HeartMedia, Inc.
NewRadio 10 WOOD
Paul Castronovo Show
Republic National Distributing Company
Riverside Hotel
Southwest Airlines®
Brooke Trace, Poster Artist
WOW Channel 7
Y100</p> <p>MEDIA PARTNERS
Blacktie-South Florida
Blue Truck Productions
Deco Drive
Dining Divas
EyeOnSouthFlorida.com
Fort Lauderdale Media Associates, Inc.
FOX Sports Florida
Go Riverwalk Magazine
Gold Coast Magazine
Lifestyle Media Group
QuinceProQue
South Florida Luxury Guide
Sun Sentinel Media Group
PHNK Magazine
Travelshot Magazine of Greater Fort Lauderdale
Yellow Cab Magazine</p> <p>FOUNDING SPONSORS
City of Fort Lauderdale
Greater Fort Lauderdale Chamber of Commerce
Marine Industries Association of South Florida
REALTORS® of the Palm Beaches and Greater Fort Lauderdale</p> <p>EVENT SPONSORS
1888 Rum
Alto Borneo of Fort Lauderdale
Bahamas Paradise Cruise Line
Broadway Across America
Broward College
Broward Health
DEX Imaging, Inc.
Ferrari of Fort Lauderdale
Fidelity Investments
Florida Panthers
Fort Lauderdale Marriott Harbor Beach Resort & Spa
Gray Robinson Attorneys at Law
Greater Fort Lauderdale Convention & Visitors Bureau
Hilton Fort Lauderdale Marina
Historic Stranahan House Museum
Holy Cross Hospital
Heselite Communications
Hugh Taylor Birch State Park
Joe DiMaggio Children's Hospital
La Croix
Maestro Ubel Tequila
Marriott of Fort Lauderdale
Nova Southeastern University
Pink Sands Resort
Publix Super Markets, Inc.
South Florida Ford
Stella Artois
Saver Cinema
Sylvester Comprehensive Cancer Center
Timpano
UBS Financial Services - The Garvin Financial Team
Ultimate Software
Universal Property & Casualty Insurance Co.</p> | <p>BOAT PARADE SPONSORS
AAR® South Florida
ACR Electronic, Inc.
Aqua Flight
Bahamas Ministry of Tourism & Aviation
Bahia Mai Fort Lauderdale Beach
Bari's Barricades
BBB
Catholic Health Services
Chevron U.S.A., Inc.
City of Dania Beach
Dania Pointe
Dynamic Effects & Fineworks Co.
FPL
Image 360 - Landon Hill
The Galleria at Fort Lauderdale
Water Taxi</p> <p>CONTRIBUTING SPONSORS
All My Sons Moving & Storage - Bahamas
Cape Ann Towing
Cant Workplaces
Carroll's Jewelers
Cathy & Larry Danielle
Christy Productions, Inc.
Crazy About Costumes
Crown Wine & Spirits
Deco Productions
Downtown Salon
Fireball Cinnamon Whisky
GPO Photography
Gusta, Shark and Co. CPAC, Inc.
Harber Walk & Blowdry
I LOVE IT Events LLC
King Intelligence and Security Services, Inc.
LightFX Pros
Museum of Discovery & Science
Pasta Interactive
Pat Anderson, Artist
MedCodingExpert.com
Northwestern Mutual
Popsico
PierresNaps
Plaza Italia Restaurant
Prohibition Sports & Entertainment, LLC
Remy Martin
Riverwalk Fort Lauderdale, Inc.
Rock with U Entertainment
S.M.B.G. Graphics
Seminole Tribe of Florida
Sixth Star Entertainment & Marketing, Inc.
Stephen's Distributing Company
Sales Corporation
The Botanist Gin
The Last Oiler Company
Three Olives Vodka
Total Wine & More
Two Men and a Truck
Van Dee Fulfillment
Yelp-Fort Lauderdale
Zinck & Co.
ZulaNeller</p> <p>OPERATION ASSISTANCE
Broward Amateur Radio Club
Broward County Board of County Commissioners
BSO Marine Unit
City of Fort Lauderdale Dockmaster
City of Fort Lauderdale Parks and Recreation
Florida Department of Transportation
Fort Lauderdale Police Department
Fort Lauderdale Police Marine Unit
United States Coast Guard</p> |
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PRINT: LOGO IN BROCHURE

100,000 BROCHURES:
20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.



Parade Viewing Area and Festival

PRINT: LOGO PLACEMENT IN AD

MAGAZINE AD

Logo inclusion in a minimum of one (1) Advertisement (ie. Lifestyle, Go Riverwalk, Gold Coast) Ad placement in October or November issue. Circulation range from 15,000 to 150,000.



DECEMBER 14, 2018

DATES TO REMEMBER

OCT. 26 - GRAY ROBINSON, P.A. WINTERFEST™ WHITE PARTY
 hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa. Featuring delights from Piazza Italia and other top chefs choice. Poster Unveiling – Broke Trace, artist - Bahamas Paradise Cruise Line. Junkanoo Welcome. Become a Sponsor - Get Invited!

NOV. 24 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST™ FAMILY FUN DAY PRESENTED BY PUBLIX
 FREE fun for kids of all ages! Polar Express, face painting, sampling, massages, Cathy & Larry Danielle's Pet Rescue Row and much more. Photo opps with Santa. Free giveaways and Live Entertainment.

DEC. 7 - SEMINOLE HARD ROCK WINTERFEST™ BLACK TIE BALL PRESENTED BY FORD
 Spirits from Republic National Distributing, Co. and Magic Carpet Reception, Fidelity Investments Silent Auction and special performances from the Broadway Musical "Disney's Aladdin."

DEC. 10 - CAPTAIN'S MEETING PRESENTED BY INFORMIA
 hosted by Hilton Fort Lauderdale Marina. Raffle items for Parade participants.

DEC. 13 - SEMINOLE HARD ROCK WINTERFEST™ GRAND MARSHAL RECEPTION
 This private reception to honor our Grand Marshal Bret Michaels Sylvester Comprehensive Cancer Center Jr. Ambassador. Become a Sponsor - Get Invited! Concert Tickets are available to the public. online at www.wmfl.com

DEC. 14 - GRANDSTAND VIEWING AREA "Party in the Park" – Sheila Aron Culinary Courtyard. Live Entertainment and activities. ALL SEATS RESERVED AND ASSIGNED AT High Taylor Birch State Park.

DEC. 14 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HOSPITAL
 Hosted by the Riverside Hotel and Stranahan House. Become a Sponsor - Get Invited!

DEC. 14 - SEMINOLE HARD ROCK WINTERFEST™ BOAT PARADE
 48th Annual Holiday Parade – "LIGHTS, CAMERA, ACTION... MOVIES ON PARADE!" Highlights: Grand Marshal Showboat (Tickets on sale) featuring our host city – City of Fort Lauderdale. Showstopper entries sponsored by WSVN, Southwest Airlines™, Dania Pointe/City of Dania Beach, FPL, Republic National Distributing, Co., AMP Live Nativity by Catholic Health Services, GLOVE/ Underground and more. Vote for your favorite entry to win on the Winterfest App!

JAN. 30, 2020 - CAPTAIN'S CUP AWARDS RECEPTION
 Hosted by the Greater Fort Lauderdale Broward County Convention Center.

MARCH 2020 - VOLUNTEER PARTY
 Hosted by Timpane

EVENT & TICKET INFORMATION

954-767-0686
WinterfestParade.com

Become a Sponsor - Get Invited!
 Contact Lisa @ WinterfestParade.com
 #WinterfestFL19

Download our Winterfest App
 USA Today's Readers' Choice 10 Best - Holiday Festival



WINTERFEST WHITE PARTY
 GRAY ROBINSON ATTORNEYS AT LAW
 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH
 OCTOBER 26th



WINTERFEST BLACK TIE BALL
 PRESENTED BY FORD
 DECEMBER 7th
 REPUBLIC NATIONAL DISTRIBUTING



TURN YOUR BOAT INTO A FLOAT
 Enter your boat for as little as \$35
 KAYAKS • MOTOR BOATS • SHOWBOATS
 PRIVATE • CORPORATE • NONPROFIT
 BE A STAR - DEC. 14TH

DON'T HAVE A BOAT?
 Watch the Parade from the
 BROWARD HEALTH GRANDSTAND AREA
 Grandstand Reserved and Assigned Seats are \$25-\$30

Joe DiMaggio Children's Hospital
 FAMILY FUN DAY
 NOV. 24TH
 FREE FUN FOR EVERYONE
 PRESENTED BY PUBLIX

WINTERFEST BLACK TIE BALL
 PRESENTED BY FORD
 DECEMBER 7th
 VISIT WINTERFESTPARADE.COM
 or CALL 954.767.0686 for details
 /winterfestinc /winterfest.parade #winterfestFL19





GRANDSTAND VIEWING AREA



GET YOUR TICKET FOR THE PARTY IN THE PARK

Your ticket includes parking, shuttle to and from the Park and a RESERVED SEAT! Purchasing is as easy as 1, 2, 3.

1. Get your \$5 discount coupon the next time you are at Publix Super Markets (see our website for select locations)
2. Stop by Crown Wine & Spirits, Total Wine & More OR head to Seminole Hard Rock Hotel & Casino Front Desk to get your tickets.
3. You can also enter the discount code online at winterfestparade.com.

The Broward Health Grandstand Viewing Area presented by the Florida Panthers is filled with activities including inflatables, interactive games and give-a-ways. The area will feature the jolly man himself – Santa available for photos!

Live Entertainment on the Fort Lauderdale Stage featuring **BREEZE**

Boat Commentary provided by Big 105.9's Greg 'Toast' Lemega



Hungry? Thirsty? Don't worry, we have you covered! The Stella Artois Culinary Courtyard will have a variety of festival foods, beer, wine and soda for purchase (and some sampling too from LaCroix and other sponsors!).

Scared of the dark? Don't worry – there will be plenty of GLOW fun give-a-ways by Ford.

WHEN? Saturday, December 14 – Festival grounds open at 3:30 p.m.

WHERE? Hugh Taylor Birch State Park, 3109 E Sunrise Blvd, Fort Lauderdale (but you can't park there!)

TICKETS: Fun or the whole family for ONLY \$30 per adult / \$25 per child (10 and younger).

PARK AND RIDE: We have arranged for COMPLIMENTARY parking at the Galleria Mall for our guests and charter buses (to and from the Park) as part of your ticket.

RAIN OR SHINE! The Parade will go on rain or shine and there are no refunds, no exceptions. No pets, cans, drones or coolers are permitted inside the gated Grandstand area.



LIGHTS, CAMERA, ACTION... MOVIES ON PARADE • SATURDAY, DECEMBER 14, 2019 11

Parade Viewing Area and Festival

CAMPAIGN – PRINT - MAGAZINE

PRINT: LOGO PLACEMENT IN MAGAZINES

MAGAZINES WITH WINTERFEST NEWSLETTER INCLUDED IN THE PAGES (each month October AND November) Circulation 150,000 each month:

October/November distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents):

- Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
- Boca/Delray
- Coral Springs/Parkland
- Weston/SW Ranches
- West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
- Aventura
- Doral
- Pinecrest/Coral Gables

THANK YOU TO OUR SPONSORS:

EVENT SPONSORS

GRAY ROBINSON, Joe DiMaggio Children's Hospital, Hotwire fision, Ultimate SOFTWARE, UBS The Global Financial Team, Ford, US INVESTER, NSU Florida, SAVOR, UNIVERSAL PROPERTY, Holy Cross Hospital, BROWARD COLLEGE, BROWARD HEALTH, Publix, Hilton Paradise, PINK SANDS, LaCroix, STELLA ARTOIS BELGIUM, 1888 DOBEL TRUCCA, GREATER FORT LAUDERDALE, SUPREME LENDING, DEX imaging

BOAT PARADE SPONSORS

GALLERIA, AQUA, DANIA POWER, AARP South Florida, Water Joe, DEBENS, Herwart Rickard Enterprise

OPERATION ASSISTANCE

Broward Amateur Radio Club, City of Fort Lauderdale Dockmaster, Fort Lauderdale Police Department, Broward County Board of County Commissioners, City of Fort Lauderdale Parks and Recreation, Fort Lauderdale Police Marine Unit, BSA Marine Unit, Florida Department of Transportation, United States Coast Guard

10 WWW.WINTERFESTPARADE.COM 954-767-0686



Sample pages from 2019 campaign

Parade Viewing Area and Festival

CAMPAIGN –
TELEVISION



Sample commercial

LOGO INCLUSION

TELEVISION COMMERCIALS

A minimum of forty (40) :15 / :30 promotional spots on WSVN Channel 7 (FOX affiliate) promoting the Parade Viewing Area and destination.





CAMPAIGN –SOCIAL FACEBOOK EVENT

FACEBOOK EVENT ON WINTERFEST SOCIAL PLATFORM

Event Page will link to the online ticket company and will be updated with parking and tips for Parade Night. This event can be co-hosted to expand promotions. Average people responding to the online event 1.3K and up.



Parade Viewing Area and Festival

CAMPAIGN –
RADIO / FB EVENT

RADIO SPOTS

A minimum of (20) Twenty :15 / :30 *radio spots* promoting the area in the tri-county area. *iHeart Radio supports this campaign digitally too.*





Lights, Camera, Action...
MOVIES ON PARADE

DEC 14

GET YOUR TICKETS TODAY

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

<https://winterfestparade.com/store/tickets/grandstand-viewing-area>

WINTERFEST in JULY
PLAN & SAVE Promo!
\$5 OFF
Adult Grandstand Tickets



Use the code **PRIMEDAY**
and Save (ends 7/17)

BLACK FRIDAY / CYBER MONDAY STARTS NOW WITH WINTERFEST:
Get your tickets to Winterfest Grandstand Viewing Area powered by Ford and SAVE - use code:FORDWF18 click:
<https://winterfestparade.com/tickets> and save \$5 on adult tickets (tickets will be ONLY \$20pp) OR visit Total Wine & More, Crown Wine & Spirits OR Seminole Hard Rock Hotel & Casino - Hollywood, FL to get physical tickets this weekend! #BackFriday #CyberMonday #WinterfestFL18



SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

Buy Today and Save \$

BLACK FRIDAY

Cyber Monday

Grandstand Ticket Code: FORDWF18 & Save*!
*\$5 on adult tickets

Do you have your ticket?



95
DAYS

DEC 14

<https://winterfestparade.com/store/tickets>

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE


Parade Viewing Area and Festival

CAMPAIGN – SOCIAL

SOCIAL MEDIA POST

Digital Promotions Post promoting ticket purchase and where to watch the Parade.

The Seminole Hard Rock Winterfest Boat Parade is Saturday, December 14th with the theme "Lights, Camera, Action ... Movies on Parade" Who is coming to this year's Parade? #WinterfestFL #greatestshowh20



Lights, Camera, Action...
MOVIES ON PARADE

Winterfest Boat Parade
June 20, 2019
Who is coming to this year's Parade? The Seminole Hard Rock Winterfest Boat Parade is December 14th with the theme "Lights, Camera, Action ... Movies on Parade"
Click on FB Grandstands Seats to view our video
<https://www.facebook.com/events/528414011020072/>

HANDSHAKE and other CROSS PROMOTIONS with Parade Supporters on Facebook and other Social Platforms.

Promotions will host a variety of sponsors.



Sample social posts and images of the Parade Viewing Area campaign at Hugh Taylor Birch State Park with other sponsors in this area.

Parade Viewing Area and Festival

CAMPAIGN – SOCIAL



Winterfest Boat Parade added 141 new photos to the album: Winterfest White Party - 2019 — with Lisa Siegel and Ross Bielejeski at Fort Lauderdale Marriott Harbor Beach Resort & Spa.

October 27, 2019 · 🌐

GrayRobinson P.A. Winterfest White Party and hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa featuring delights from top restaurants.

Photos of the distinguished guests and sponsors at the party. - Photos by Howie Grapek, Grapek Photography Online.



SAT, DEC 14, 2019

New River Patio Party of the Winterfest Boat Parade ~ \$80 pp

Riverside Hotel, 620 E Las Olas Blvd

☆ Interested

SOCIAL MEDIA POST

Digital Promotions Post promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

HANDSHAKE and other CROSS PROMOTIONS with Parade Supporters on Facebook and other Social Platforms.



Social Media Get-A-Way Contest promoting the destination

Sample social posts related to staying in the area and highlighting Parade's title sponsor and other Winterfest Hotel partners.

“Play and Stay” Branding with Local Businesses

CAMPAIGN –
SOCIAL



Historic Stranahan House Museum

335 SE 6th Ave,
Fort Lauderdale, FL 33301

(954) 524-4736

SAVE \$2 on adult tickets with promo code: WF50
(online savings only / valid thru 12/31/2021)

<https://stranahanhouse.org/admission/>

Get Promo



Stoked On Salt Online Orders

When ordering, use the promo code WF50 and receive a FREE Eco-Friendly SOS Canvas Tote Bag.

Offer Valid thru December 2021.

<https://stokedonsalt.com/>

Get Promo

STAY and PLAY

BID Partners
Parade Viewing and
Hotel Packages
(details to come)



8.9.2021 BID Regular Meeting

WINTERFEST'S 50th ANNIVERSARY WITH OUR GOLDEN PROMO CODE:

Opportunity to be a part of Winterfest's 50th Celebration as an inclusion on the website. Approved Broward County businesses will be listed with their promotion on our Website. Our social media will be promoting visitors and residents to visit the page to take advantage of the offers.

The Winterfest® 50th Anniversary Campaign will encourage cross promotions throughout Broward County. The Winterfest team along with various other hospitality committee members are in the preliminary promotional stages. We are working to encourage restaurants and hotels in the area to promote the anniversary and play off the 50 years (ie. **WF50 promo code** gives the user 50% off / \$50 off, or other discounts on their purchases). Discounts are to be valid from June-December 2021. Any restrictions must be submitted prior to your company being listed on the site. Our Facebook Page alone has over **40,000 FANS**.



“Play and Stay” Branding with Local Businesses



Sample social posts promoting restaurants and hotels which donated items to the 2020 Winterfest Online Auction.

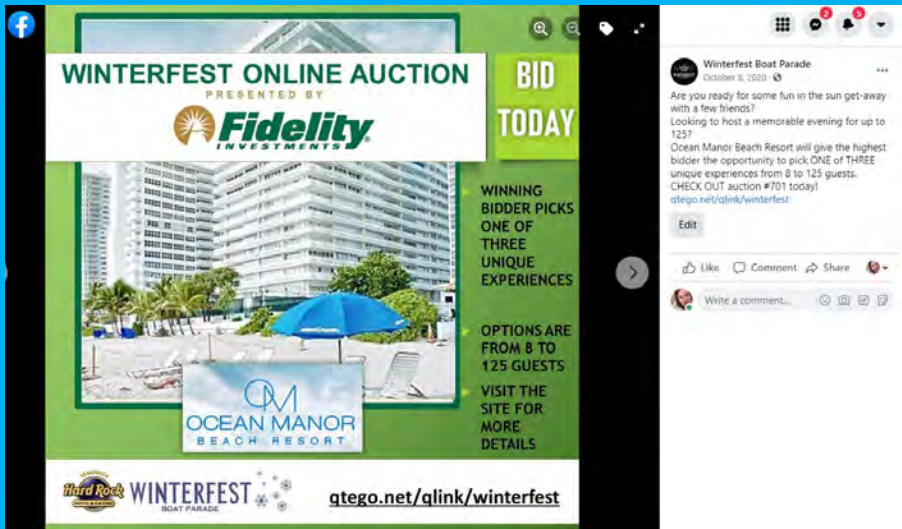


WINTERFEST ONLINE AUCTION – PROMO LOCAL RESTAURANTS, HOTELS, ATTRACTIONS

THE PERFECT ONLINE HOLIDAY SHOPPING EXPERIENCE:

The Online Auction annually hosts over 200 spectacular items which include hotel rooms, dinners, etc. Supporters of the auction reap the benefits of a three-month online promotion with attendees of the Black-Tie Ball as well as online shoppers seeing their logo, photos, etc. within the online auction pages.

Our social media drives traffic to the auction pages. Minimum donation of \$100 has your logo and photo on the auction pages. Donation of \$1000 or more gives your company additional exposure on social media.

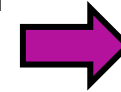


**2019
ECONOMIC
IMPACT on**



View the 2019
**WINTERFEST
ANNUAL REPORT**

[https://bit.ly/
2019WFannualreport](https://bit.ly/2019WFannualreport)



\$51,438,341

POLL RESULTS

14,031 Room Nights

Grandstand Area

Touch Poll™
FEEDBACK...WHEN IT REALLY COUNTS

<p>34% Of out-of-area visitors stayed in a hotel in Broward County with an average stay of 4.6 nights</p> <p>1.8 nights is the average night stay in December 2018</p> <p>47% Out-of-County traveled to Broward in Grandstands with 67% solely for Winterfest</p> <p>\$6,221,800 SPENDING Food & Beverage Parade Day</p>	<p>3% Of the out-of-area visitors added Winterfest as part of a cruise vacation</p> <p>31% Travelled flew with 39% of them using Southwest Airlines</p> <p>\$150 Average per person dinner price at restaurants along Parade route</p> <p>90% Grandstand Viewers rated the Parade Good or Excellent</p>
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Join Our Corporate Family Today!

Winterfest, Inc. is a 501(c)4 organization 512 Northeast 3rd Avenue, Fort Lauderdale, Florida 33060

Winterfestparade.com

QUESTIONS? Contact Lisa Scott-Founds, President & CEO
8.9.2021 BID Regular Meeting

Winterfest, Inc. 954-767-0686

lisa@winterfestparade.com

**IV. Funding Request \$195,000
Las Olas Oceanside Park Activation**

**Arianna Glassman
rAv Communications**

1. LEGAL NAME OF APPLICANT (FIRST NAME, SUR NAME)

Arianne Glassman

2. REGISTERED BUSINESS NAME AND FORM OF BUSINESS ENTITY (A-C)

A. REGISTERED BUSINESS NAME: A&R Enterprises of South Florida Inc

B. IS THE COMPANY DOING BUSINESS UNDER ANOTHER NAME, IF YES, LIST NAMES(S) rAv Communications

C. MARK (X) NEAR APPLICABLE BUSINESS STRUCTURE

- Sole Proprietorship
- Partnership
- Corporation
- S Corporation
- Limited Liability Company

3. NAME AND POSITION/TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY, ON BEHALF OF THE STATED BUSINESS ABOVE

Arianne Glassman; President

4. NAME OF EVENT / PROJECT / PROPOSAL

Las Olas Oceanside Park Activation [October – September 21/22 Fiscal Year]

1. Friday Night Sound Waves Fall / Winter Series [12 days]; Oct. 8 - Dec. 24, 2021
 - 1a. NYE on the Beach, Friday, December 31
 - 1b. Friday Night Sound Waves Spring/ Summer [16 days]; March 18 – July 1, 2022
2. Pumpkins & Palm Trees / Weird Science Halloween Weekend; Fri., Oct 22 – Sat., Oct 23
3. 2nd Annual The Amazing Hunt FTLBeach – Sunday, November 7
4. WONDERLAND; Every Weekend [Fri – Sun / 12 days] Nov. 26 – Dec 19
5. 2nd Annual Fur The Love Pet Fest [Benefit]; Sunday, February 20
6. 2nd Annual Spring Fling; Saturday, April 16, 2022 | 11 am – 4pm
7. July 4th Weekend [Fri., July 1 & Sat, July 2]
8. Movies by Moonlight Summer Series: July, August, September 2022

5. LOCATION OF EVENT(S) – PROVIDE DESCRIPTION AND LOCATION MAP OR SITE PLAN

Las Olas Oceanside Park, 3000 E. Las Olas Boulevard
Las Olas Promenade Park, 80 Las Olas Circle – pending construction impacts

6. LIST ALL THE DATES ASSOCIATED WITH THE EVENT

- A. SET UP DATE(S):** Same Day as Event Date Listed Above
- B. EVENT DATE(S):** Same Day as Event Date Listed Above
- C. BREAK-DOWN DATE(S):** Same Day as Event Date Listed Above

7. HOURS OF OPERATION: Varies

8. PROJECTED ATTENDANCE: Varies by Event

1. Friday Night Sound Waves Fall / Winter Series - 500 + weekly sustained
 - 1a. NYE on the Beach, Friday, December 31 – 2,500 +
 - 1b. Friday Night Sound Waves Spring/ Summer – 500 + weekly sustained
2. Pumpkins & Palm Trees / Weird Science Weekend + 2,500 / day
3. 2nd Annual The Amazing Hunt FTLBeach – Sunday, November 7
4. WONDERLAND; Every Weekend [Fri – Sun / 12 days] 7,500 + / weekend
5. 2nd Annual Fur The Love Pet Fest [Benefit]; Sunday, February 20
6. 2nd Annual Spring Fling; Saturday, April 16, 2022 | 2,500 +
7. July 4th Weekend 2,500 +
8. Movies by Moonlight Summer Series: 350 / night

9. COST TO ATTENDEES:

All Events are Free to the Public with the Exception of the following

- The Amazing Hunt \$20 pp - \$250 VIP Teams
- Select Free Events will have VIP Opportunities
- Fur the Love Pet Fest VIP \$50 - \$250
 - Movies by Moonlight VIP Section - \$20 / couple

10. TOTAL EVENT(S) COST: Estimated \$369,680

1. Friday Night Sound Waves F/W: \$85,100
New Year's on the Beach: \$19,150
Friday Night Sound Waves: S/S: \$88,380
4th of July Weekend: \$2,500 – BID Branding Bonus
2. Pumpkins & Palm Trees / Weird Science: \$20,900
3. 2nd Annual The Amazing Hunt FTLBeach: \$12,450
4. WONDERLAND: \$87,400
5. 2nd Annual Fur the Love Pet Fest [Benefit]: \$20,750
6. 2nd Annual Spring Fling: \$21,750.
7. Movies by Moonlight Summer Series: \$11,300

11. AMOUNT REQUESTED FROM THE BID: \$190,500

Sponsorship Deck forthcoming. Benefits Attached

1. Friday Night Sound Waves F/W: \$50,000 [FNSW total \$107,500]
 - New Year's on the Beach: \$7,500
 - Friday Night Sound Waves: S/S: \$50,000
 - 4th of July Weekend: \$0 – BID Branding [bonus]
2. Pumpkins & Palm Trees / Weird Science: \$10,000
3. 2nd Annual The Amazing Hunt FTLBeach: \$5,000
4. WONDERLAND: \$50,000
5. 2nd Annual Fur the Love Pet Fest [Benefit]: \$7,500
6. 2nd Annual Spring Fling: \$7,500
7. Movies by Moonlight Summer Series: \$3,000

12. INDICATE WHAT THE REQUESTED AMOUNT WILL BE USED FOR: Attached. Ex. A

- 1. Friday Night Sound Waves F/W:** \$50,000 [\$5,000 towards branded onsite activation]
Presenting Sponsorship, Entertainment, Staffing, Advertising, General Expenses
- 1a. NYE on the Beach:** \$10,000
Silver Level Sponsorship, Logistics + Security; Live Feed Screens, Laser Show
- 1b. Friday Night Sound Waves: S/S:** \$50,000 [\$5,000 towards branded onsite activation]
Presenting Sponsorship, Entertainment, Staffing, Advertising, General Expenses
- 1c. 4th of July:** Branding Selfie Station Only: \$0.00 – FNSW S/S Sponsorship
Selfie Station Friday – Monday; Overnight Security
- 2. Pumpkins & Palm Trees / Weird Science Weekend:** \$10,000
Presenting Sponsorship, Branded Pumpkin Patch, Entertainment, Advertising, General Expenses
- 3. 2nd Annual The Amazing Hunt FTLB:** \$5,000
Platinum Level Sponsor, APP Licensing, Advertising, Printing
- 4. WONDERLAND:** \$50,000 [\$5,000 towards branded onsite activation]
Presenting Sponsorship, Branded Décor, Entertainment, Advertising, General Expenses
- 5. 2nd Annual Fur the Love Pet Fest:** \$7,500 [\$1,500 towards branded onsite activation]
Platinum Level Sponsorship, Branded Décor, Advertising, General Expenses
- 6. 2nd Annual Spring Fling:** \$7,500 [\$1,500 towards branded onsite activation]
Presenting Sponsorship, Branded Activation, Entertainment, Advertising, General Expenses
- 7. Movies by Moonlight Summer Series:** \$3,000
Platinum Sponsorship, Film Licensing, Advertising, Marketing

13. LIST OTHER REVENUE SOURCES (OTHER THAN AMOUNT REQUESTED FROM THE BID). IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, AND STATUS OF THE REQUESTED FUNDS

Secured: \$73,900 Financial and \$10,000 In-Kind

- Parks & Recreation Dept. - \$50,850 [Retainer]
- American Express - \$5,000
- Target - \$5,000
- Ocean Spray - \$2,000
- Elbo Room Fort Lauderdale - \$10,000 - NYE contribution
- Boccaccio Café - \$1,050.00 – 3 Movie Nights
- Fort Lauderdale Media Assoc.- \$5,000 In-kind advertising; Bi-Monthly Byline Article
- Go Riverwalk Magazine - \$5,000 in-kind advertising

Pending / Proposals Out or In Negotiation

- Celsius Energy Drink - \$5,000 - \$10,000

14. PROPOSED ACTIVITIES PLANNED (ATTACH NARRATIVE IF NECESSARY)

1. FRIDAY NIGHT SOUND WAVES Free concerts featuring live music performances by local and regional bands, including Jazz, Latin, Country, Top 40, Indie, Oldies and Classic Rock genres from 6:30 – 9:30 pm, Oct 8 – Dec 31, 2021 + Mar 18 – July 1, 2022 at Las Olas Oceanside Park

2. PUMPKINS & PALM TREES / WEIRD SCIENCE HALLOWEEN WEEKEND

Two-Three Day Free Fall Festival, Pumpkin Patch, Photo Opportunities, Live Music, Family Activities, Costume Contests, Games, Halloween Trick or Treating, Fall Cooking Demos and More. Fri., Oct 22 – Sat., Oct 23, 2021 at Las Olas Oceanside Park

3. 2nd Annual THE AMAZING HUNT FTL Beach

Mobile APP-based Scavenger Hunt up and down Fort Lauderdale Beach to win Prizes. If available. Separate Application for Ocean Sole tie in with National Recycle Day and Launch event as the only Broward-based affiliate of Keep America Beautiful. Sunday, Nov 7, 2021

4. WONDERLAND

Holiday Market and Live Interactive Experiences including Chanukah Fest (1st weekend); Rockin' Christmas (2nd weekend); Nutcracker Sweets (3rd weekend); Sleigh'd (4th weekend) Strolling Characters, Live Music, Carolers, Toy Drive, Wreath & Tree Sales, Holiday Decorating Clinics, Cooking Demonstrations, Contests, Saturday Night Holiday Movies. Every Weekend [Fri. 4 -10 pm; Sat. 9 am - 11 pm; Sun. 10 am – 6pm] Nov. 26 – December 19, 2021 at Las Olas Oceanside Park.

5. NYE ON THE BEACH

Overflow / Safety event and post Friday Night Sound Waves Concert 10:30 pm – 12:30 am and Ball Drop via Live Stream on Two Jumbo Screens at Las Olas Oceanside Park + Las Olas Festival Street Closure 10:30 pm – 1:30 or 2:00 am. December 31, 2021

6. 2ND ANNUAL FUR THE LOVE PET FEST

This year's theme is Pupchella! A celebration of Fort Lauderdale's love of their furry friends with a hippie / indie twist. Vendor Booths, Live Music, Live Art, Selfie Stations, Food / Drinks, Contests, Educational Seminars, VIP area, benefiting local Animal Non-Profit. Sun., Feb 20, 2022

7. 2ND ANNUAL SPRING FLING EGGSTRAVAGANZA

Egg Hunt, Family Friendly Activities, Arts & Craft Stations, Strolling Characters, Live Music, All-Ages Contests at Las Olas Oceanside Park. Sat., April 16, 2022

8. MOVIES BY MOONLIGHT SUMMER SERIES:

Outdoor Summer "Date Night" Dinner & A Movie series at Las Olas Oceanside Park 3rd or 4th Friday July 22, August 26, September 23, 2022 promoting dining opportunities on Fort Lauderdale Beach and tie in with Dine Out Lauderdale.

15. BID EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE "SEED" MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS UNLESS OTHERWISE APPROVED BY THE BID. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT WILL BECOME SELF-SUSTAINING WITHIN 3-5 YEARS.

**BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
GRANT APPLICATION**

Activating the LOOP is part of a 3 to 4-year marketing and branding campaign for Fort Lauderdale Beach through a partnership with the City of Fort Lauderdale's Parks & Recreation Department investment. Having gone through 6-months of programming, we have realized successful outcomes, gained sponsor interest, and received positive community feedback.

To address growth / sustainability in the coming fiscal year, we are building out a bundled sponsorship package with various opportunities to increase financial and in-kind support to add to planned programming and expand offerings.

As stated in years past, activating Fort Lauderdale Beach with these types of community events will most likely never be self-sustainable. We trust the BID views them as part of their own initiatives to bring energy, excitement, and opportunities to bring locals and visitors together through unique and memorable experiences.

16. EXPLAIN IN DETAIL THE POSITIVE ECONOMIC IMPACT THE PROPOSED EVENT / PROJECT / PROPOSAL WILL HAVE FOR THE BID AND BEACH BUSINESSES. INDICATE HOW IT IS CONSISTENT WITH THE LEGISLATIVE DETERMINATIONS OF SPECIAL BENEFITS FOUND IN ORDINANCE C-06-34, SECTION 1.04 (A)(2), BY INCREASING THE NUMBER OF VISITORS TO THE BID DISTRICT.

The economic impact of hosting the aforementioned events meets all the criteria of contributing to a clean and safe business environment, increased number of visitors, and increased commerce and investment.

On the safe and clean business environment side, when activities take place which welcome people from all walks of life, and a varying socioeconomic and demographic mix, it provides attendees a sense of community. That feeling of community translates into having a heightened comfort level and connection with an area. It is itself makes one feel safe by being around a group of "friends".

Ongoing public surveys continue to show event attendees visit Fort Lauderdale Beach when there are events they wish to attend. Having branded The LOOP, as a community gathering space, it provides Fort Lauderdale Beach with a much-needed neighborhood component, and destination for locals and visitors alike.

Furthermore, as the visitors are researching locations to visit, having activities take place steps from their hotels or near area restaurants, provides one more reason to visit. This is especially important with the rise in parking / rental car rates and budget-conscious travelers in order to attract visitors who may be looking for a destination where they can walk to various free activities.

17. DISCUSS HOW THESE IMPACTS WILL BE MEASURED AND REPORTED TO THE BID COMMITTEE UPON COMPLETION OF THE EVENT. ATTACH A NARRATIVE IF NECESSARY.

Audience Surveys | Attendance Numbers | Financial Sponsorship Gains
Photo Video Content | Print & Digital Media Samples | Business / Stakeholder Surveys.

18. EXPLAIN IN DETAIL HOW THE PROPOSED EVENT WILL AID IN THE BID’S EFFORTS TO IDENTIFY OR BRAND THE BEACH AS A WORLD-CLASS DESTINATION. ATTACH A NARRATIVE IF NECESSARY.

Few phrases in the history of tourism have been co-opted by travel brands as much as “experiential travel.” Seemingly everyone operating in the hospitality and tourism sector is marketing itself as an experience versus a product, based on rising demand from consumers for more authentic and engaging travel experiences.

Events hosted at The LOOP would not be considered ‘world class’ events, but they do contribute to the identity of Fort Lauderdale Beach in ways which define its greatest attributes – easy, accessible, authentic and fun, and a place that provides infinite experiences for *everyone under the sun* – which world-class destinations have.

19. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED / ADVERTISED. ATTACH A NARRATIVE, IF NECESSARY.

Social Media Targeted Ads, Email, Print and PR.

At present, I also have the benefit of being asked to byline a bi-monthly column in Fort Lauderdale Media Associates residential newsletter publications targeting the Las Olas, Rio Vista, Harbor Beach and Landings Communities which are mailed to just under 20,000 homes with another 8,000 distributed throughout the regions.

The CVB has also pledged to support the initiatives. In negotiation.

20. BID SPONSORSHIP TERMS: Describe how the BOD Sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c)



A. THE BID LOGO

Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels, including radio, TV, print, online and on-site via banners, stage announcements, etc.

B. BID MANAGER WILL REVIEW AND APPROVE

Associated media, marketing, and advertising to ensure accuracy

C. OPPORTUNITY FOR 10 X 10 FOOTPRINT AT THE EVENT

BID is responsible for décor, rentals, and staffing

21. Mark [X] If You Understand and Agree with Each Statement

- I will request the BID logo in the appropriate format for Marketing Purposes
- I will provide a Presentation of the Event or Project to the BID Committee 90 Days Prior to the Proposed Event or Project
- I have completed the new vendor application form to the City of Fort Lauderdale
- I have completed a W-9 form with the City of Fort Lauderdale
- If BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting of which this item will be reviews to answer any questions the City Commission may have
- If the City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale / City Hall
c/o Lynn Soloman, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

ATTN: Sonia Sierra
(954) 828-5598
SSierra@FortLauderdale.gov

- I understand sponsorship dollars are treated as reimbursement and as such, if approved, I will provide a final invoice at the end of the event or project along with supporting documents for expenses details in question 12.
- If city Commission approves BID funding, and after the event or project is complete, I will provide a post event financial overview presentation to the BID Committee
- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (including profit and loss statement), prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311

- The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing post-event presentations. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
GRANT APPLICATION

APPLICANT CONTACT INFORMATION

Physical Address: 1518 Garfield Street
Hollywood, FL
Zip Code: 33020
Office Phone 954-205-8754
Cell Phone 954-205-8754
Email Address ari@ravcommunications.com

Prior to Signing, Mark [x] to confirm the following:

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/MARKETING EFFORTS
- AS APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN THE BID APPLICATION AND CITY AGREEMENT

(OR)

- NOT AUTHORIZED TO SIGN THE AGREEMENT

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY. NAME SHOULD BE THE SAME AS QUESTION #3

Arienne Glassman

Applicant Full Name (Print)

Arienne Glassman

Applicant Signature

President

A&R Enterprises of So FL, Inc.

rAv Communications

Company Name & Applicant Title

July 26, 2021

Date Signed

***Only authorized representatives of the company/corporation applying for the grant fund may sign the application. If applicant does not have the authority to sign a binding agreement applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company or corporation with the city of Fort Lauderdale.**

BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

EXAMPLES OF LOGO USAGE

#StayInTheLOOP *Upcoming Events*



MUSIC & MAKERS
Fridays 4PM-10PM

ARTISTS & ARTISANS SELLING
HANDMADE AND HOMEMADE GOODS
FAMILY FITNESS PROGRAMS 5 PM - 7PM
LIVE ACOUSTIC MUSIC 7PM - 9PM
PAINT NIGHT | MOVIES ON THE LAWN



LAS OLAS OCEANSIDE PARK MARKET
FARMERS | ANTIQUES | ARTISANS
SATURDAYS 9AM-4PM

#MOREATTHEMARKET
Weekly Rotation of Specialty Programs
YOGA ON THE LAWN
with Lisa Pumper • All Levels Welcome • 9:30 AM



POWERED BY FURRY
OVER A DOZEN FREE & LOW-COST
WEEKLY CLASSES FOR ALL AGES
& EVERY FITNESS LEVEL



SOS Ocean Conservation Day
SATURDAY, JULY 24th
10:00 AM - 12:00 PM

FREE & Family-Friendly Event
Participate in our Ocean Clean Up
For a Chance to WIN a Pair of
Weekend Passes to Tortuga Music Festival

For Upcoming Experiences
visit theLOOPflb.com
[f](https://www.facebook.com/theloopflb) / [theloopflb](https://www.instagram.com/theloopflb)



SCAN WITH CAMERA





FLLY
LET YOUR IMAGINATION SOAR

SATURDAY, MAY 1 ♦ 11 AM - 3 PM ♦ @THELOOP
All eyes will be on the sky during this engaging, educational and artistic exploration of things that FLY!
M.O.D.S. STEMobile LAB ♦ ARTS & CRAFTS with ArtServe
FREE KITE & BUBBLE WAND GIVEAWAYS*
LIVE MUSIC ♦ SUPERHEROS ♦ GREENSCREEN FLYING ... AND MORE!
FAMILY-FRIENDLY. FREE! REGISTER @THELOOPFLB.COM

FREE CONCERTS EVERY FRIDAY
MARCH 19 - JULY 2
6:30 - 9:30 PM

APRIL
23 SOSOS + FRIENDS
30 THE WILDFIRE BAND

MAY
07 THE LIVESAYS
Air Show Kickoff Concert
14 SONLOKOS
21 KHEMISTRY
28 VALERIE TYSON BAND
Memorial Day Weekend

FRIDAY NIGHT SOUND WAVES
MAJOR FUNDING PROVIDED BY 

COUNTY APPROVED / COVID COMPLIANT
[f](https://www.facebook.com/SoundWavesFLB) [i](https://www.instagram.com/SoundWavesFLB) #SoundWavesFLB

#STAYINTHELOOP view all experiences online
THELOOPFLB.com [f](https://www.facebook.com/theloopflb) / [theloopflb](https://www.instagram.com/theloopflb)

FRIDAY NIGHT SOUND WAVES



presented by 

FIREWORKS and Flurries

SATURDAY, JULY 3
THE LOOP • 9 AM - 4 PM
4th of July Weekend Kickoff
FAMILY-FRIENDLY & FREE!

‘CHRISTMAS IN JULY’ M.O.D.S. STEMobile
POSTCARDS for our TROOPS • ARTS & CRAFTS
PANCAKE BREAKFAST • BBQ & BREWS • LAWN GAMES
LIVE MUSIC • FARMERS MARKET • MORNING YOGA

theLOOPflb.com

Join Us!



PET ADOPTIONS
PET GROOMING SHOW
CPA CLASSES
NUTRITION CLINICS
DOG YOGA
POLICE K9 DEMOS
BUILD A TOY
SELFIE STATIONS
KISSING BOOTH
CARICATURE ARTIST
FOOD TRUCKS
VENDOR MARKET
RAFFLE PRIZES
LIVE MUSIC

FUR THE LOVE FEST

A Celebration of Fort Lauderdale's Love for Our Furry Companions and a Day of Four-Legged Fun

SUNDAY * FEB. 21, 2021 * 10A-4P
Las Olas Intracoastal Promenade Park I Fort Lauderdale Beach

SAVE 25% with PROMO CODE **GKPR** www.FTLPetFest.com

THE LOOP + ftlbeach
present

MOVIES by MOONLIGHT

★ JULY 23 ★ AUG. 20 ★ SEPT. 24 ★

MOONSTRUCK (500) DAYS OF SUMMER ZHANG ZHOU, LING, EMMA STONE LA LA LAND

PASCAGO OCEANSIDE PARK

Spring FLING EGGSTRAVAGANZA

SATURDAY, APRIL 3
9:00 AM - 4:00 PM

<p>9:30 - 10:30 AM LITTLE 'YOLKS' YOGA CHILDREN 6-12</p> <p>10:30 - 11 AM MARKET-WIDE EGG HUNT CHILDREN 2-12</p> <p>NOON - 2 PM BRUNCH WITH THE EASTER BUNNY</p>	<p>NOON - 1:30 PM LIVE MUSIC LEAFY GREENS BAND</p> <p>11 AM - 2:30 PM ARTS & CRAFTS BUNNY EARS EGG SHAKER MARSHALS TIE DYE T-SHIRTS</p> <p>GAMES & CONTESTS BUNNY HOP SACK RACE EGG & SPOON RACE SPRING FLING BALLOON ARTISTS</p>
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THELOOPFLB.COM

BUDGET BREAKDOWN

FNSW \$191,630

October 8 – Dec 31 [Fall/Winter]

- **Concerts 13 Concerts: \$85,100**
 - Bands: \$27,000
 - Staff / Security \$17,400
 - Management \$13,000
 - Dancers / Entertainment \$7,000
 - Advertising \$7,000
 - Giveaways \$3,000
 - Supplies: \$2,000
 - Marketing // Collateral: \$2,500
 - Parking: \$1,200
 - BID Branding: \$5,000
- **NYE Additional Costs: \$19,150**
 - New Year's Eve Band \$6,000
 - New Year's Eve DJ \$1,000
 - Jumbo Screens \$3,800
 - Laser Light Show \$2,500
 - MOT Plans \$1,800
 - Additional Security \$1,500
 - Additional Photographer \$750
 - Cleaning Service \$1,800

March 18 – July 1 [Spring/Summer]

- **Concerts 16 Concerts: \$88,380**
 - Bands: \$35,000
 - Staff / Security \$18,400
 - Management \$16,000
 - Dancers / Entertainment \$7,200
 - Advertising \$5,000
 - Giveaways \$2,000
 - Marketing // Collateral: \$2,500
 - Supplies \$1,000
 - Parking \$1,280

JULY 4th BRANDING ONLY \$2,500

Friday, July 1 – Monday, July 4

- Selfie Wall \$2,000
- Over Night Security x 2 \$500

PUMPKINS & PALM TREES \$20,900

October 22 & 23

- Pumpkin Patch Decor \$5,200
- Petting Zoo \$2,800
- MODS Activities \$1,250
- Live Music \$1,000
- DJ + Dancers \$1,500
- Staff/ Management \$2,900

Requested Total [\$107,500]

Requested \$50,000
 Presenting Sponsor – Signature Event
 \$5,000 Bid Branding Credit
 New Logo Tent Top / Banners / Chairs

Requested \$7,500
 Signature / Major Event Support

Requested \$50,000
 Presenting Sponsor – Signature Event

Requested \$0
 Branding Opportunity Only
 Sponsor Credit FNSW S/S

Requested \$10,000
 Presenting Sponsor – Major Event 2,500 +

BUDGET BREAKDOWN

- Overnight Security \$300
- Photographer / Video \$1,000
- Arts & Crafts Stations \$1,200
- Trick or Treat \$1,000
- Signage / Collateral \$750
- Advertising \$2,000

THE AMAZING HUNT FTLBeach \$12,450

Sunday, November 7

- Scavify App \$2,500
- Staff / Event Manager \$2,800
- Photographers \$1,000
- Advertising \$1,200
- Printing \$750
- Signage \$500
- DJ \$1,000
- Rentals: Tables / Chairs / Linens \$1,800
- Clean Up \$800
- Parking \$100

Requested \$5,000

Presenting Sponsor – Community Event
 Fundraiser for LOOP Programming
 Fee to Participate \$20 - \$250

WONDERLAND \$87,400

November 26 – December 19 [4 weekends only]

- Weekly Décor \$30,000
- Staff / Event Manager \$18,000
- Photographers \$4,000
- Advertising \$4,000
- Printing / Signage \$1,000
- Talent [Music / DJ] \$15,000
- Entertainment \$7,500
- Clean Up \$6,000
- Parking \$400
- Misc. Supplies / Giveaways \$1,500

Requested \$50,000

Presenting Sponsor – Signature Event

2nd Annual FUR THE LOVE Pet Fest \$20,750

Sunday, February 20

- Décor / Rentals \$10,000
- Staff / Event Manager \$7,000
- Photographers \$2,000
- Advertising \$1,000
- Printing / Signage \$1,000
- Supplies \$750
- Talent [Music / DJ] \$3,000
- Dog Clean Up \$2,000
- Park Clean Up \$800
- Parking \$700
- Misc. Supplies / Giveaways \$1,500

Requested \$7,500

Platinum Sponsor – Major Event

BUDGET BREAKDOWN

SPRING FLING EGGstravaganza \$21,750

Saturday, April 16

- Décor / Rentals \$10,000
- Staff / Event Manager \$8,000
- Photographers \$2,000
- Advertising \$1,000
- Printing / Signage \$1,000
- Supplies \$750
- Talent [Music / DJ] \$3,000
- Dog Clean Up \$2,000
- Park Clean Up \$800
- Parking \$700
- Misc. Supplies / Giveaways \$1,500

Requested \$7,500

Platinum Sponsor – Major Event

MOVIES by MOONLIGHT \$11,300

Friday, July 22, August 26, September 23

- Movie Rental & License \$6,000
- Staff / Event Manager \$3,000
- Advertising \$1,800
- Printing / Signage \$500

Requested \$3,000

Platinum Sponsor – Major Event



THE LOOP

FORT LAUDERDALE BEACH

INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN

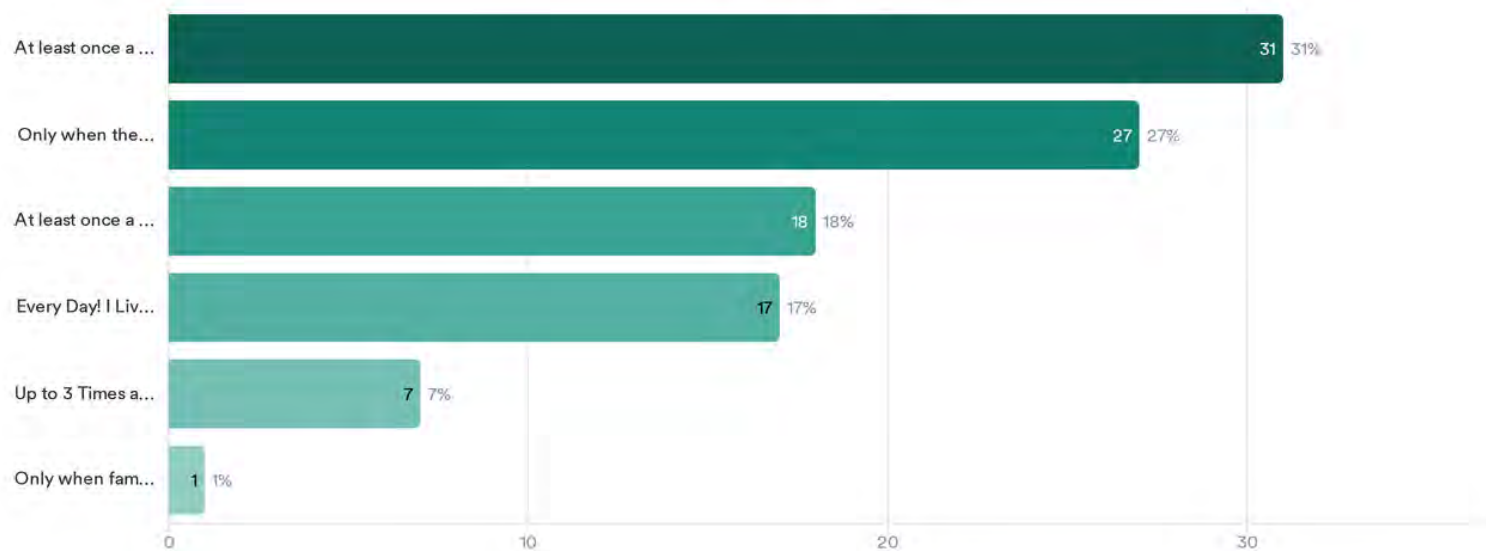
The contents of this presentation have been prepared by rAv Communications and is general background information related to the Fort Lauderdale Beach Outdoor Spaces Activation Plan, as of the date of this presentation. This information is presented in summary format and does not claim to be complete. This presentation is considered to be both proprietary and confidential. Distribution of the contents of this presentation is strictly prohibited without written consent from rAv Communications. 11/1/2020

8.9.2021 BID Regular Meeting

Page 49 of 100

How often do you visit Fort Lauderdale Beach?

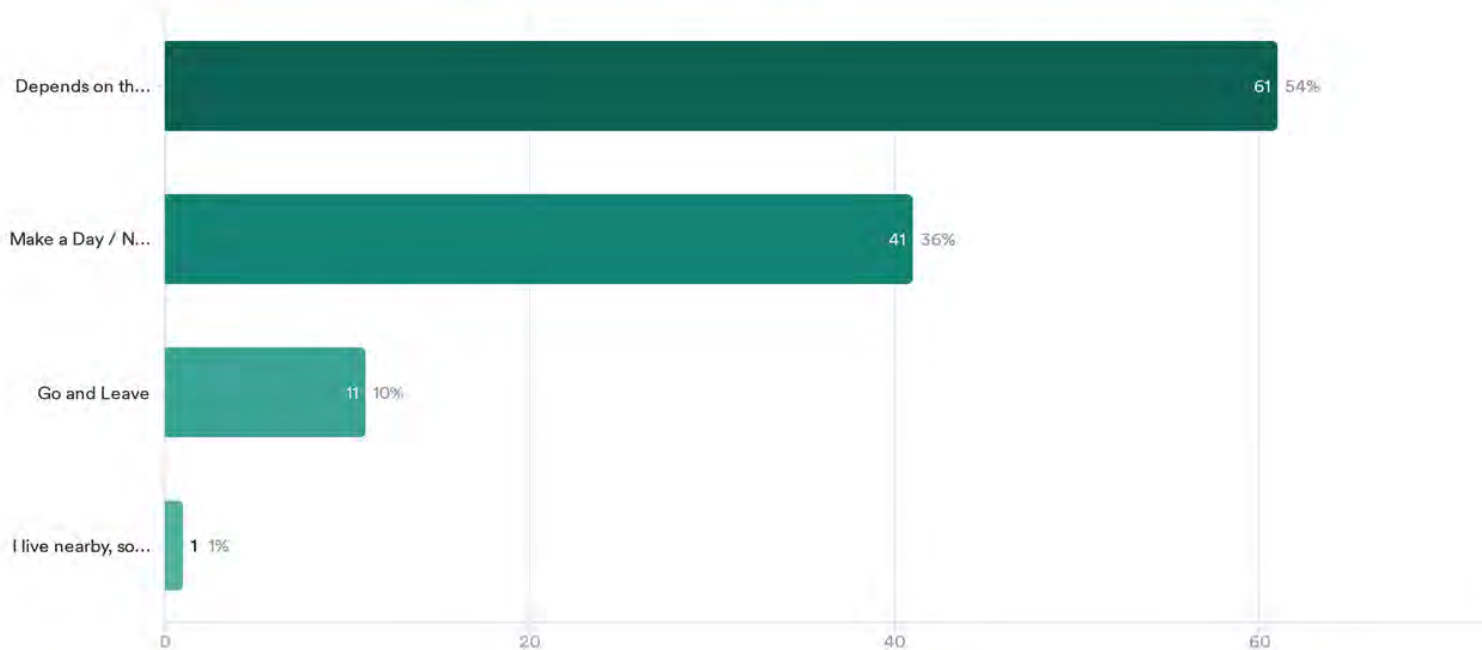
101 Responses



Data	Response	%
At least once a month	31	31%
Only when there are events I want to attend	27	27%
At least once a week	18	18%
Every Day! I Live or Work on Fort Lauderdale Beach	17	17%
Up to 3 Times a Week	7	7%
Only when family is in from out of town	1	1%

When attending an event, do you go and leave or spend time in the area before or after?

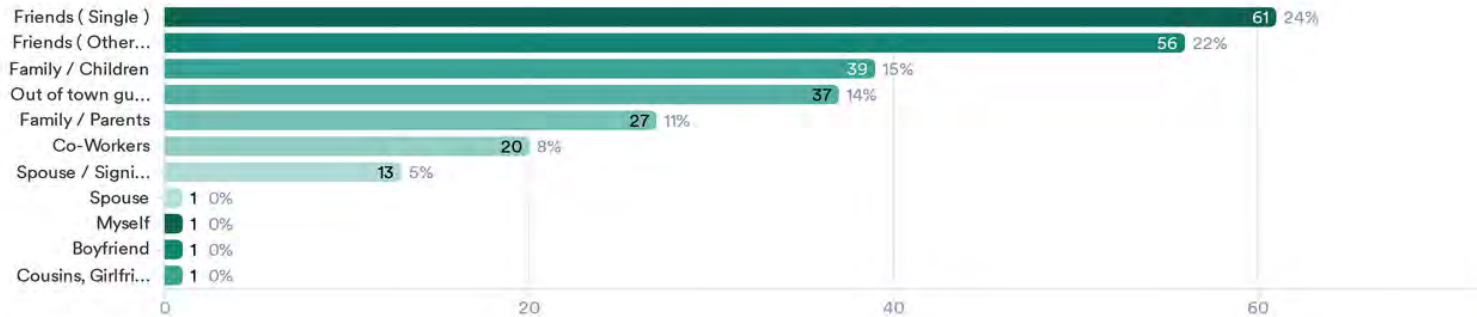
114 Responses



Data	Response	%
Depends on the Time it Ends / Next Day or Other Plans	61	54%
Make a Day / Night of it [ex. have lunch or dinner before or after]	41	36%
Go and Leave	11	10%
I live nearby, so I can come and go as I feel.	1	1%

Who do you typically attend events with?

257 Responses



Data	Response	%
Friends (Single)	61	24%
Friends (Other Couples)	56	22%
Family / Children	39	15%
Out of town guests	37	14%
Family / Parents	27	11%
Co-Workers	20	8%
Spouse / Significant Other	13	5%
Spouse	1	0%
Myself	1	0%
Boyfriend	1	0%
Cousins, Girlfriends	1	0%



PROGRAMMING





SIGNATURE EVENTS

21/22
SEASON



PROPOSED EVENTS
CALENDAR

SIGNATURE EVENTS

FRIDAY NIGHT SOUND WAVES

Free concerts featuring live music performances by local and regional bands, including Jazz, Latin, County, Top 40, Indie, Oldies & Classic Rock.

Preceding each concert is a free **Children's Fitness Class**, member based **Open Workout**, as well as an **Open Air Makers Market**. **FREE**

DATES:

- **Fall Season:** Oct 8 – Dec 31, 2021
 - December 24: 11-pc Frank Sinatra Big Band Holiday Hits
- **Spring Season:** Mar 11 – June 24, 2022
 - April 29: Air Show Kickoff Concert
 - May 6: Fleet Week Closing Concert

NYE ON THE BEACH

Overflow / Safety Event; Live Music + Ball Drop. **FREE**

- 10:30 pm – 1:30 or 2:00 am: Las Olas Festival Street Closure
- 10:30 pm – 12:30 am: Live Music + DJ
- 11:30 pm - 12:30 am: Ball Drop via Live Stream on Jumbo Screens
 - Option Laser Light Show at Midnight

Band & Stage Sponsor: Elbo Room - \$10,000 contribution



21/22
SEASON



PROPOSED EVENTS
CALENDAR

SIGNATURE EVENTS

WONDERLAND

Holiday Market and Live Interactive Experiences every weekend. **FREE**

DATES:

- November 26 - December 19, 2021
 - Friday's 4 pm - 11 pm
 - Saturday's 9 am - 10 pm
 - Sunday's 10 am - 6 pm

ACTIVITIES:

- Holiday Market Vendors
- Strolling Characters, Children's Activities
- Live Music / Carolers, Dance Performance
- Wreath & Tree Sales, Gift Wrap for Charity
- Holiday Decorating Clinics, Cooking Demonstrations,
- Contests and Games
- Selfie Stations
- Saturday Night Holiday Movies (1st and 4th)

WEEKLY THEMES:

- November 27 & 28: Chanukah Fest with Chabad Fort Lauderdale
- December 4 & 5: Rockin' Around the Christmas Tree with Audacy
- December 11 & 12: The Nutcracker: a Winter's Sweets Feast
- December 18 & 19: Sleigh'd: A Toy Drive





MAJOR EVENTS

21/22
SEASON



PROPOSED EVENTS
CALENDAR

MAJOR EVENTS: 2,500 + attendance

PUMPKINS & PALM TREES / WEIRD SCIENCE

Two-Day Fall Festival and Halloween Event. **FREE.**

DATES:

- Friday, October 22 & Saturday, October 23
 - Friday 4 pm - 10 pm
 - Saturday 9 am - 5 pm

ACTIVITIES:

- Pumpkin Patch, Photo Opportunities, Live Music
- Family Activities with Museum of Discovery
- Costume Contests, Games, Halloween Trick or Treating
- Fall Cooking Demos

2ND ANNUAL FUR THE LOVE PET FEST

A celebration of Fort Lauderdale's love of their furry friends. **FREE.**

This year's theme is **Pupacella**, benefiting Broward County animal rescue.

DATE:

- Sunday, February 20
- 10 am - 4 pm

ACTIVITIES:

- Vendor Booths, Live Music, Live Art
- Selfie Stations, Food / Drinks, Contests
- Educational Seminars, VIP area



21/22
SEASON



PROPOSED EVENTS
CALENDAR

MAJOR EVENTS: 2,500 + attendance

ELEVATE

Health & Wellness Day for the whole family. **FREE.**

DATE:

- Sunday, March 27
 - 9 am - 4 pm

ACTIVITIES:

- Health and Wellness Fair
- Fitness Classes, Cooking Demos

SPRING FLING EGGstravaganza

An EGG-cellent opportunity for the whole family to join in on a variety of inclusive, and engaging activities and a little fun in the sun. **FREE.**

DATE:

- Saturday, April 16
 - 10 am - 4 pm

ACTIVITIES:

- Easter Egg Hunt, Strolling Characters
- Photo Opportunities
- Family Friendly Activities, Arts & Craft Stations
- Live Music
- Games & Contests



BEACH PLACE
Fort Lauderdale Beach

The Amazing
HUNT
FORT LAUDERDALE BEACH

GREATER FORT LAUDERDALE
CHAMBER OF COMMERCE
EXPERIENCE. BETTER. BUSINESS.
BEACH
COUNCIL

GALLERIA
FORT LAUDERDALE

Bahia Mar
FORT LAUDERDALE BEACH
A DOUBLETREE BY HILTON



COM...D

TT RESORT
LAUDERDALE
R BEACH

R SIXTY-SIX
HOTEL & MARINA

THE RITZ-CARLTON
HOTEL COMPANY, LLC.



Taxi

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FORT LAUDERDALE



CAFE
IRIZA



COMMUNITY EVENTS

ESCAPOLO

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FREE GUEST S

Pelican Gra
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RESTAUR

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BEWFF
BY FOOD, WINE | WWW.SOBEST.COM

STEAK 954

21/22
SEASON



PROPOSED EVENTS
CALENDAR

COMMUNITY EVENTS: FUNDRAISERS

THE AMAZING HUNT

A fun day at the beach with friends, family, colleagues and co-workers. Teams will work together to solve clues while exploring the beach district for the chance to win prizes. **PAID. Fundraiser for The LOOP**

DATE: Sunday, November 7 | 10am - 2pm

ACTIVITIES: Scavenger Hunt, Brunch / Awards Ceremony, Live Music

MOVIES BY MOONLIGHT

Summer movie series timed with LauderDEALS promoting Dinner & A Movie opportunities. **FREE. PAID VIP Experiences / Fundraiser**

THE YARD

Community Yard Sale Fundraiser for The LOOP
Main Lawn at Las Olas Oceanside Park. **PAID. Fundraiser for The LOOP**

DATE: Sunday, January 23 | 8 am - 4 pm

SOLE MATE

Sponsor the Weekly Ocean Sole Market Booth

DATES: Saturday, Monthly October - April
Fundraiser for the LOOP



21/22
SEASON



ANNUAL EVENTS
CALENDAR

OCTOBER 2021

Friday Night Sound Waves [Oct., 8, 15, 22, 29]

Oceanside Park Market [Oct., 2, 9, 16, 23, 30]

FLIBS [Oct. 27 - 31]

FTL Concours [Oct. 29]

Pumpkins & Palm Trees [Fri., Oct. 22 - Sat., Oct. 23]

NOVEMBER 2021

Friday Night Sound Waves [Nov., 5, 12, 19, 26]

Oceanside Park Market [Nov., 6, 13, 20]

*Red Bull 5 x 5 [Sat., Nov. 6]

The Amazing Hunt [Sun., Nov 7]

Pride [Sat., Nov 20 - Sun., Nov 21]

Light Up the Beach [Tue., Nov 23]

Wonderland [Fri., Nov 26 - Sun., Nov 28]

Chanukah Fest [Sun., Nov 28]

DECEMBER 2021

Friday Night Sound Waves [Dec., 3, 10, 17, 24, 31]

Wonderland [Fri., Dec 3 - Sun., Dec 19]

Audicy Music Festival [Sat., Dec 4 - Sun., Dec 5]

Winterfest Boat Parade [Sat., Dec 11]

Jingle Bell Jog + 5 K [Sat., Dec 18]

Santa on the Beach [Tue., Dec 21]

New Years Eve [Fri., Dec 31]

JANUARY 2022

Oceanside Park Market [Jan., 8, 15, 22, 29]

GFL Food & Wine Fest [Sat., Jan 15 & Sun., Jan 16]

The Yard [Sun., Jan 23]

FEBRUARY 2022

Oceanside Park Market [Feb., 5, 12, 19, 26]

2nd Annual Fur the Love Pet Fest [Sun., Feb 10]

MARCH 2022

Oceanside Park Market [Mar., 5, 12, 19, 26]

Friday Night Sound Waves [Mar., 18, 25]

ELEVATE [Sun., Mar. 27]

APRIL 2022

Friday Night Sound Waves [Apr., 1, 8, 15, 22, 29]

Oceanside Park Market [Apr., 2, 9, 16, 23, 30]

Tortuga Music Festival [Fri., Apr. 8 - Sun., Apr. 10]

2nd Annual Spring Fling [Sat, April 16]

FTL Air Show [Sat., Apr. 30 - Sun., May 1]

MAY 2022

Fleet Week [Sun., May 1 - Sat., May 7]

Friday Night Sound Waves [May 6, 13, 20, 27]

Oceanside Park Market [May 7, 14, 21, 28]

Senior Games [Wed., May 11 - Sun, May 22]

Great American Beach Party [Sat., May 28]

21/22
SEASON



ANNUAL EVENTS CALENDAR

JUNE 2022

Friday Night Sound Waves [June 3, 10, 17, 24]

Oceanside Park Market [June 4, 11, 18, 25]

JULY 2022

Friday Night Sound Waves [July 1]

Oceanside Park Market [July 2, 9, 16, 23, 30]

July 4th Weekend Kickoff [July 1 & 2]

4th of July Spectacular [Mon., July 4]

Movies by Moonlight [Fri., July 22]

AUGUST 2022

Oceanside Park Market [Aug., 6, 13, 20, 27]

Movies by Moonlight [Fri., Aug 26]

SEPTEMBER 2022

Oceanside Park Market [Aug., 3, 10, 17, 24]

Movies by Moonlight [Fri., Sept 23]

Total LOOP Event Days: 96

Total Beach Event Days: 132

Tourists' expectations when visiting a particular place are related to several features of the chosen destination: culture, architecture, gastronomy, infrastructure, landscape, events, shopping, etc.

These features attract people to the destination and contribute to the overall experience of the trip.

As a whole, they are crucial aspects of the destination and have a profound influence on their success.

- Science Daily

Special events, festivals, and fairs are often crucial for local economies. They attract visitors, generate tourism interest, induce local expenditures and engender positive community identity.

An event does not necessarily have to draw a large number of "tourists" in order to have a significant economic contribution.

When an event is geared specifically for the citizens in and near a locality (i.e. a holiday celebration or fair), the economy can be bolstered by the generated economic activity. ***This is known as retained impact. If a locality is able to retain spending, rather than its residents contributing tourism dollars elsewhere, an economic benefit is realized.***

- International Association of Event Hosts

Sponsor Levels + Benefits

SIGNATURE EVENT SPONSORSHIPS

BENEFITS	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Logo Lockup	Presented by				
Industry Exclusivity			Max. 2		
Event Website	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Name
Event Signage	Stage + All	Logo	Logo	Logo	Name
Print Ads / Collateral	Logo Lockup	Logo	Logo	Space Avail.	Space Avail.
Press Release	Partner Quote	Quote	Name	Space Avail.	Space Avail.
Social Media Tagging					
Verbal Recognition at the Event					
Email Newsletters	Linked Banner	Linked Logo	Logo		
Onsite 10 x 10 Space			6 Times	4 Times	2 Times
Branded Activation*					
Info Table Collateral					
Sponsorship Level Cash Only	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
In Kind Sponsorships Must be budget relieving to receive benefits			\$25,000	\$15,000	\$10,000

*Branded Activation Credit of 10% of sponsorship fee towards build out custom activation area at sponsored event

*Multi Year Discounts available at Presenting, Platinum and Gold Level

Sponsor Levels + Benefits

MAJOR EVENT SPONSORSHIPS

BENEFITS	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Logo Lockup	Presented by				
Industry Exclusivity			Max. 2		
Event Website	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Name
Event Signage	Entrance + All	Logo	Logo	Logo	Name
Print Ads / Collateral	Logo Lockup	Logo	Logo	Space Avail.	Space Avail.
Press Release	Partner Quote	Quote	Name	Space Avail.	Space Avail.
Social Media Tagging					
Verbal Recognition at the Event					
Email Newsletters	Linked Banner	Linked Cube	Linked Logo	Logo	Logo
Onsite 10 x 10 Space					
Branded Activation*					
Tickets*	12 VIP	8 VIP	6 VIP	8 Tickets	6 Tickets
Sponsorship Level Cash Only	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
In Kind Sponsorships Must be budget relieving to receive benefits			\$10,000	\$5,000	\$3,000

* Branded Activation Credit of 20% of sponsorship fee towards build out custom activation area at sponsored event

* Ticket Allocation applies exclusively to The Amazing Hunt & Elevate Event Sponsorships. Presenting and Platinum Sponsors will receive 4 VIP tickets to both events, regardless of event sponsored. If applicable, bonus tickets are additional to number listed

Sponsor Levels + Benefits

COMMUNITY EVENT SPONSORSHIPS

BENEFITS	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Logo Lockup	Presented by				
Industry Exclusivity		Max 2	Max. 2		
Event Website	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Name
Event Signage	Stage + All	Logo	Logo	Logo	Name
Print Ads / Collateral	Logo Lockup	Logo	Logo	Space Avail.	Space Avail.
Press Release	Partner Quote	Quote	Name	Space Avail.	Space Avail.
Social Media Tagging					
Verbal Recognition at the Event					
Email Newsletters	Linked Banner	Linked Cube	Linked Logo	Logo	Logo
10 x 10 Space + Tickets	12 VIP	6 VIP	4 VIP	8 GA	4 GA
Sponsorship Level Cash Only	\$5,000	\$3,000	\$1,500	\$1,000	\$750
In Kind Sponsorships Must be budget relieving to receive benefits			\$5,000	\$2,500	\$1,500

* All Sponsors Have Opportunity to be a Clue Stop Location. Maximum 15 Available. First Come Basis
 * Additional Opportunities Available. * Ticket Allocation when applicable



ADVERTISING



THE LOOP
FORT LAUDERDALE BEACH
INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN

In late October 2019, the City of Fort Lauderdale, and Central Beach CMA saw their five-year investment into planning and design come to life. For those of us of a certain age, watching the transformation of the area where Las Olas Boulevard meets the beach had us humming John Marshall's famed folk song "Famed Paradise" but in reverse. There would not be a "new museum" but instead would flank four acres of green space where both the Oceanside and Southside parking lots once sat. A new state-of-the-art, LEED certified parking garage would grow to the sky from the backstop, to funnelward design boldly welcomed those traveling 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 canopy deck, one could enjoy a staggering 270° view of downtown and intracoastal waterway views. Remarkably, within only sixteen months, and with thanks to the tireless efforts of the CRA's senior project manager, Thomas Green, and construction contractor, Skanska, the first three phases of the \$78,000,000 public improvement investment in the Central Beach Area opened to the public. Three weeks later, the City's annual Light Up the Beach event acted as the official unveiling of Las Olas Oceanside Park. A month and a half following, Oceanside Park became home to the annual Friday Night Sound Waves concert series and new weekly Friday Night and Saturday Afternoon Farmers, Antiques & Artisan Market. In but short span of existence, this new jewel on the beach also caught local headlines and national attention as the host location to the Super Bowl LIV sanctioned weekend celebration, hosted in the 1954. The project's final phase is to finish the build-out on the complete redesign of DC Alexander Park. The small plot of

open space situated off 5th Avenue South and A1A, estimated to be completed in late winter 2021/22, will feature a multi-level signature play area surrounded by a 25-ft sweeping observation deck with a 42-ft tall shade canopy and restroom facility. The timing coincides with the eagerly-anticipated 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 Marina complex, a public/private partnership between the City and marina operator Sunco, meanwhile one sat 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.

DRIVING THE LOOP
I nicknamed Las Olas Oceanside Park, THE LOOP, upon moving Friday Night Sound Waves to it from the area known as The HUB just across the street. In addition to being shorter and easier to remember, it also made this new immense space feel a little smaller and more friendly. Interestingly, what I soon came to realize was the acronym was really a foreboding thing. On a map, when you connect the path of these four new greenparks, an infinity sign appeared connecting each of the four parks within this new park system: a walkable, bikeable, drivable loop. The LOOP, now encompassing an area much larger than just the one park at the corner of Las Olas and A1A, was a cornerstone to an entire area with a story to tell and had a new-found purpose in which those who visited would find a welcoming sense of place to relax and enjoy. Andy Tyson was brought into the team to tie this vision together visually. Although it had been nearly 20 years

Arranging nearly 250 days of sunshine a year, coupled with Mother Nature's beneficial boost of Vitamin D, working out outdoors has long been a favorite activity for area locals and visitors alike. Whether your interests range from yoga to high intensity training, learning new barefootwork methods or simply adding a social component to your routine in an open space environment, we can almost guarantee there is a LOOP FIT program for you. With May being National Physical Fitness Month, our program sponsors FILPANY, American Express, Target and Ocean Spray invite you to explore and participate in one of the most fun & social weekly and special monthly fitness classes at the LOOP Parks. For class details and daily schedule, visit theloopfit.com

TRASH TO TREASURE ART
As part of the More at the Market series, we welcomed Ocean Conservation artist, Lisa Mitchell-Caputo, on Saturday, May 13. Best known for her one-of-a-kind murals, created by using debris from one local beach, Lisa will lead a collaborative art project at the Las Olas Oceanside Park Market from 10 am until 2pm. Hosted in partnership with The Fort Lauderdale Beach Sweep and ArtServe, Lisa's goal with her art is to bring awareness to the trash being discarded on the shoreline which can destroy marine life and living coral reefs. Join us this, and every 3rd Saturday of the month, for a different outdoor, never used and recycle community art project. For dates and details, and other experiences, visit theloopfit.com

LAS OLAS OCEANSIDE PARK MARKET
FARMERS / ANTIQUES / ARTISANS
SATURDAYS 9AM-4PM
#MOREATTHEMARKET
Weekly Rotation of Specialty Programs
FIRST SATURDAY: SPECIAL EVENTS & ENTERTAINMENT
SECOND SATURDAY: TARGET HEALTH COOKING DEMO
THIRD SATURDAY: ART SERVE LIVE INTERACTIVE ART
FOURTH SATURDAY: QLFW AT THE MARKET/FILMING
YOGA ON THE LAWN
with Lisa Pumpen - All Levels Welcome - 9:30 AM

#STAYINTHELOOP
FREE CONCERTS EVERY FRIDAY 6:30 - 9:30 PM LAS OLAS OCEANSIDE PARK
FRIDAY NIGHT SOUND WAVES
05/14 THE LIVESAYS AIR SHOW WEEKEND
05/14 SONLOKOS
05/21 KHEMISTRY
05/28 KHEMISTRY
Came Early! CATCH KIDS CLUB Hosted by FILPANY Hosted by TARGET & OCEAN SPRAY
FridayNightSoundWaves.com
COUNT APPROVED / CORAL CONSERVATION

- Dedicated Website TheLoopFLB.com
- City of Fort Lauderdale Website
 - Parks & Rec Dedicated Website
 - "What The Buzz" 4 times / 7 weeks
- CVB Website
- Dedicated Social Channels
 - Social Ads
- Eventbrite Ticketing
- Calendar Listings
 - Online Calendars
 - Newspaper & Magazines
- Email Outreach
 - Central Beach Alliance
 - Vice Mayor / District 2 Commissioner
- Monthly / Bi-Monthly Byline Articles
- Community Newsletters
- Go Riverwalk Magazine
- Press Releases
- Live Onsite Videos
- Photo Galleries

THE LOOP
FORT LAUDERDALE BEACH
INFINITE EXPERIENCES FOR EVERYTHING UNDER THE SUN

SCAN WITH CAMERA


05 | 01 | 21

FLLY
THE YOUR INSPIRATION TOUR

SATURDAY, MAY 1 ♦ 11 AM - 3 PM ♦ @THELOOP
All eyes will be on the sky during this engaging, educational and artistic exploration of things that FLY!
M.O.D.S. STE Mobile LAB ♦ ARTS & CRAFTS with ArtServe
FREE KITE & BUBBLE WAND GIVEAWAYS*
LIVE MUSIC ♦ SUPERHEROS ♦ GREENSCREEN FLYING
... AND MORE!
FAMILY-FRIENDLY. FREE! REGISTER @THELOOPFLB.COM

FREE CONCERTS EVERY FRIDAY
MARCH 19 - JULY 2
6:30 - 9:30 PM

APRIL
23 SOSOS + FRIENDS
30 THE WILDFIRE BAND

MAY
07 THE LIVESAYS
Air Show Kickoff Concert
14 SONLOKOS
21 KHEMISTRY
28 VALERIE TYSON BAND
Memorial Day Weekend

MAJOR FUNDING PROVIDED BY **BID**
COUNTY APPROVED / COVID COMPLIANT
 #SoundWavesFLB

#STAYINTHELOOP view all experiences online
THELOOPFLB.com  /theloopflb

Advertiser: RAY Communications
Section/Page/Zone: Local/Markeplace 3/26
Description: Local/Markeplace 3/26
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THE LOOP
FORT LAUDERDALE BEACH
INFINITE EXPERIENCES FOR EVERYTHING UNDER THE SUN

LAS OLAS OCEANSIDE PARK MARKET
FARMERS | ARTISANS | ARTISANS

EVERY SATURDAY 9AM - 4PM
ORGANIC PRODUCE
HOMEMADE GOODS
YOGA - ART & MORE

14 WEEKLY GROUP CLASSES
FREE & LOW COST
ALL AGES & FITNESS LEVELS
YOGA - CARDIO - HIIT
NEW! KIDS FIT CLUB

BUY & SELL
Gold | Silver | Jewelry
Coins | Antiques
Diamonds | Bullion | Art
Oriental | Memorabilia
Curiosities
Flowers

EGG STRAVAGANZA
SATURDAY, APRIL 3
9 AM - 3 PM
FAMILY-FRIENDLY
LIVE MUSIC - EGG HUNT
GAMES - ARTS & CRAFTS
EASTER BUNNY & MORE

FREE CONCERTS EVERY FRIDAY
MARCH 19 - JULY 2
6:30 - 9:30 PM

APRIL
07 CLASSIC ROCK THERAPY
09 SOSOS + FRIENDS
16 AFFED THE DUB
22 SOSOS + FRIENDS
28 THE WILDFIRE BAND

MAY
07 THE LIVESAYS
14 SONLOKOS
21 KHEMISTRY
28 VALERIE TYSON BAND

FRIDAY NIGHT SOUND WAVES
MUSIC PROVIDED BY **BID**

Stone Music
Locally owned and operated with more than 50 years of collective experience in South Florida and throughout the country.
561-562-6692
135 SE 5th Ave.,
Delray Beach, FL 33483
ABCCoinandJewelry.com
In-person appointment only with
Olyvia Adams, DJ, 21 and up
Private or corporate events available

#STAYINTHELOOP view details online
THELOOPFLB.com  /theloopflb

authorHOUSE

Earn the highest commissions on YOUR time
Help writers achieve their publishing dreams with AuthorHouse.

We Are Hiring!
Independent Publishing Consultants

Benefits:
Realize hours
Extra income
Free training
Learn new skills

Attend our free seminar to learn more
Tuesday, April 6th @ 1PM EST
The Renaissance Hotel & Spa
West Palm Beach, FL

Tuesday, April 6th @ 1PM EST
West Palm Beach, FL

www.authorhouse.com/independentpublishingconsultant | email us at events@authorhouse.com

Spring Fling
EGG STRAVAGANZA

SATURDAY, APRIL 3
9:00 AM - 4:00 PM
MARKET-WIDE EASTER EGG HUNT
BRUNCH WITH THE EASTER BUNNY

plus:
ARTS & CRAFTS • GAMES • JELLY BEAN CONTEST
STILL WALKERS • BALLOON ART • CARICATURES
PHOTO OPS • LITTLE 'YOLKS' YOGA
and special performances by
THE LEAFY GREENS BAND

EGG STRAVAGANZA
OCEANSIDE PARK
THE LOOP



FIREWORKS and Flurries

SATURDAY, JULY 3
THE LOOP • 9 AM - 4 PM
4th of July Weekend Kickoff
FAMILY-FRIENDLY & FREE!

Free Concert • Friday, July 2

'CHRISTMAS IN JULY'
M.O.D.S. STEMobile
POSTCARDS for our TROOPS * ARTS & CRAFTS
PANCAKE BREAKFAST * BBQ & BREWS * LAWN GAMES
LIVE MUSIC * FARMERS MARKET * MORNING YOGA



★ view complete details at: theloopflb.com ★

Sun-Sentinel

Publication Date: 06/23/2021

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 Description: Riverside Times
 Account Number: 6976924-1
 Order Number: 4 x 11.7200
 Order ID #: 88W

#StayInTheLOOP Upcoming Events

MUSIC & MAKERS
Fridays 4PM-10PM
 ARTISTS & ARTISANS SELLING
 HANDMADE AND HOME-MADE GOODS
 FAMILY FITNESS PROGRAMS 5 PM - 7PM
 LIVE ACOUSTIC MUSIC 7PM - 9PM
 PAINT NIGHT! MOVIES ON THE LAWN

LAS OLAS OCEANSIDE PARK MARKET
 FARMERS' ARTISANS' ARTISANS
SATURDAYS 9AM-4PM
#MOREATTHEMARKET
 (Weekly Rotation of Specialty Programs)
YOGA ON THE LAWN
 with Lisa Pungar • All Levels Welcome • 9:30 AM

LOOP FIT
SPONSORED BY THE CITY
OVER A DOZEN FREE & LOW-COST WEEKLY CLASSES FOR ALL AGES & EVERY FITNESS LEVEL

805 Ocean Conservation Day
SENIORS ONLY 50+
FREE & Family Friendly Event
 Participate in our Ocean Clean Up for a Chance to WIN a Pair of Weekend Passes to Tortuga Music Festival

THE LOOP FORT LAUDERDALE BEACH For Upcoming Experiences visit theloopflb.com

FIREWORKS and Flurries

SATURDAY, JULY 3
THE LOOP • 9 AM - 4 PM
4th of July Weekend Kickoff
FAMILY-FRIENDLY & FREE!

Free Concert • Friday, July 2

'CHRISTMAS IN JULY'
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POSTCARDS for our TROOPS * ARTS & CRAFTS
PANCAKE BREAKFAST * BBQ & BREWS * LAWN GAMES
LIVE MUSIC * FARMERS MARKET * MORNING YOGA

★ view complete details at: theloopflb.com ★

SPORTS



Lauderdale-By-The-Sea resident Orzlie Dias shows off championship form with a winning backhand shot to take the 50 & Over Singles Championship. **ORZLIE DIAS/TOURNEY**

Lauderdale-By-The-Sea resident takes NTRP singles tennis title

By Emmett Hall

Lauderdale-By-The-Sea resident Orzlie Dias said he is happy that he got back into the swing of things when he came back to the sport of tennis to test his skills on the national level.

Dias traveled to the USTA National Campus in Orlando and captured the NTRP 50 & Over Singles 3.0 Men's Championship by defeating Cape Coral's Vince Zalisnikas 4-1, 4-0.

Dias is a member at the Dillon Tennis Center in Oakland Park and was intent on improving his game with the assistance of tennis professional Mike Bennett.

The 52-year-old had to go through a qualifying tournament against 17 players from his division that came in from around the country. He proceeded to go 5-0 to take the top prize in the three-day tournament.

The Brazilian native lived in Boston for many years and relocated to Lauderdale-By-The-Sea four years ago, which was conducive to picking up his tennis racket and taking advantage of the South Florida weather. As a psychotherapist, getting out of the office and onto the courts was a healthy alternative for the mind and body.

"We played during a hot and humid part of the day and the court was very dry," Dias said. "Those were ideal conditions for me and I'm comfortable in that kind of weather. I believe I have taken every point one at a time. I prefer playing on the clay courts and that is the same surface that we played on at the national tournament."

The first two days of the tournament were played outdoors and then inclement weather forced the competitors indoors for the finals. In the semifinals, Dias defeated Stephen Hewitt 4-0, 4-0.

"With the pandemic, there were only small local tournaments to play so this one was special and a lot of fun," he said. "The goal is to keep improving. I've learned to conserve energy and put my body in the proper position to attack the ball. Now I'm more invested with my energy and time."

Dias is intent on going back to defend his title and will be looking to improve his game with some additional tutoring from Bennett.

He said he is hoping to move up from his 3.0 level and take on stiffer competition.

"The goal now is to move up to the 3.5 level," Dias said. "It feels great to win and I was very motivated. You never know what to expect in a national tournament. There is always anxiety in the first match, but from that point on I was relaxed. During the pandemic, tennis was a great way to have some fun."





presented by the City of Fort Lauderdale
 Oceanside Park.
 SUMMER Showtime: 8:15pm
 Showtime: 7:45 pm
 in Your Complimentary
 VIP Movie Pack for two (\$15 val.), up to 48 hours before Movie Date
BRING THIS TICKET TO CLAIM YOUR COMP MOVIE SNACKS.
 Valid one time only.
 Questions? Email: Info@TheLoopFLB.com Received from: _____
 SCAN CODE



V. Funding Request
Audacy Beach Festival
3 Year Commitment \$500,000
or
1 Year Commitment \$300,000

Von Freeman
Audacy
Operations Inc.



GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):
Jennifer Morelli
2. Registered business name and Form of Business Entity (a–c):
 - a. Registered Business Name:
Audacy Operations Inc
 - b. Is the company doing business under another name, if yes, list name(s):
Entercom Operations Inc
 - c. Mark (X) near applicable business structure:
 -Sole Proprietorship
 -Partnership
 -Corporation
 -S Corporation
 -Limited Liability Company (LLC)
3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:
Jennifer Morelli ; SVP of Events & Experiences
4. Name of Event/Project/Proposal:
Audacy Beach Festival
5. Location of Event – Provide description and location map or site plan: Fort Lauderdale Beach Park - South end near B-Ocean
6. List all the dates associated with this event:
 - a. **Set-up date(s):** November 23 - December 3, 2021
 - b. **Event date(s):** December 4 - 5th, 2021
 - c. **Break-down date(s):** December 6-9, 2021
7. Hours of Operation: 12 Noon to 10pm each day
8. Projected attendance: 50,000
9. Cost to attendees: GA 1 day \$59 VIP 1 day \$150 (average)
10. Total Cost of Event: \$6mil
11. Amount Requested from BID: \$750,000 over 3 years (Year 1 \$300K/ Year 2 \$250K/ Year 3 \$200K) or \$300k for 1 year commitment for December 2021



GRANT APPLICATION

12. Indicate what the requested amount will be used for:

Production, talent procurement and marketing

13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

GFL CVB \$500K Committed, Sponsorships, Merchandise and Ticket Sales

14. Proposed Activities Planned (Attach a narrative if necessary):

Musical performances, food experience, activations

15. BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.

We are creating an event that will attract visitors to Fort Lauderdale Beach from all around the world. This Music festival will continue to make Fort Lauderdale Beach a premier destination for music entertainment. Promoted nationwide on the Audacy audio and digital network. We can include offers/deals for stays during event if FTL BID provides the info.

17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

GFL CVB will use their economic impact tools to measure the impact that they have always used to measure economic impact from events held in Greater Fort Lauderdale.

18. Explain in detail how the proposed event will aid in the BID’s efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.

Audacy has a network of over 245 over the air radio stations, podcasting, streaming radio stations, social influencers, that will be utilized over a 12 week pre-promote period.

19. Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

Attached



GRANT APPLICATION

20. BID SPONSORSHIP TERMS: Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c).

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANOUNCEMENTS, ETC.



B. BID MANAGER WILL REVIEW AND APPROVE

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. Mark [X] if understands and agree with each statement:

- I will request BID Logo in appropriate format for marketing purposes.

- I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

- I have completed a new vendor application form to the City of Fort Lauderdale.

- I have completed a W-9 form with the City of Fort Lauderdale.

- If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.



GRANT APPLICATION

- If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale
City Hall
C/O D'Wayne Spence, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.

- If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID
Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311

- The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing a post-event presentation. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 8300 NE 2ND AVE #200

MIAMI FL

ZIP CODE: 33138

OFFICE PHONE: 305-521-5100

CELL PHONE: 818-297-4127

EMAIL ADDRESS: VON.FREEMAN@AUDACY.COM

VON FREEMAN

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- LEGAL NAME AND PLACE OF BUSINESS
ADDRESS MATCH SUNBIZ.ORG
ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN
ADVERTISING/ MARKETING EFFORTS
- AS APPLICANT I AM THE AUTHORIZED
REPRESENTATIVE TO SIGN BID APPLICATION
AND CITY AGREEMENT.

(OR)

- NOT AUTHORIZED TO SIGN AGREEMENT;

**WRITE NAME & POSITION OF AUTHORIZED
INDIVIDUAL TO SIGN THE GRANT
PARTICIPATION AGREEMENT WITH THE CITY.**

Name should be the same as →
question #3

APPLICANT FULL NAME (PRINT)

Jennifer Morelli
APPLICANT SIGNATURE

Audacy Operations Inc

DIRECTOR OF BRAND PARTNERSHIPS

COMPANY NAME & APPLICANT TITLE

6/20/21

DATE SIGNED

NAME: JENNIFER MORELLI

TITLE: SVP OF EVENTS AND EXPERIENCES

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND
MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN A BINDING AGRREMENT,
APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT
PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT
LAUDERDALE.**



ftibeach

Discover. Stay. Dine. Play.

Audacy Beach Festival

December 4th & 5th



Discover. Stay. Dine. Play.

Opportunity for The Fort Lauderdale Beach BID to put more heads in beds for years to come

- **After a year of COVID – The Fort Lauderdale Beach BID will re-engage with the Nation to promote and produce one of South Florida’s largest 2-day Music festivals.**
- **Unique opportunity help bring back a National Festival on the beach**
- **National Contesting Opportunity with National Promotion for Fort Lauderdale Beach**
- **Huge Social Media Awareness & Engagement**
- **Work with BID hotels for ticket and room packages**
- **Audacy utilizing FTL BID hotels stays for National Artists and production teams**

ALT is Back!

DATE: DECEMBER 4th - 5th, 2021

LOCATION: FT. LAUDERDALE BEACH, FL

Beach Park South End near B-Ocean

ATTENDANCE: 50,000+ FANS

FORMAT: ALTERNATIVE

Audacy brings the biggest Alt bands and fans to the beach in December. Each year, this all-star lineup packs the beach with 50,000+ fans and 20+ artists performing over two stages.

This South Florida tradition is the best two-day Alternative party to ever hit the shores. The Audacy Beach Festival will align with our 1Thing platform to spread the word how each of us can make a difference and better our planet by changing just 1Thing.

[WATCH SIZZLE REEL](https://vimeo.com/560129476/1d052d54ec) <https://vimeo.com/560129476/1d052d54ec>



Dedicated to Saving the Planet

As thousands of fans return to in-person concerts on the beach, we'll broaden a positive message to drive change, especially for eroding coasts embattled by climate change.

The Audacy Beach Festival will align with our 1Thing platform to spread the word on how we can all make a strong impact on our environment.

1Thing is a multimedia franchise that inspires and educates listeners with one simple message – by changing just 1 thing in our lives, we can make a difference on the planet.

It includes messaging from today's biggest artists highlighting the 1 thing they're doing to play their part.

We'll leverage 1Thing's insights to help drive action among festival attendees so we can ensure healthy, clean beaches for future generations.



Previous Audacy Alt Concert Performers

FLORENCE + THE MACHINE



BILLIE EILLISH



VAMPIRE WEEKEND



PANIC! AT THE DISCO



CAGE THE ELEPHANT



THE KILLERS

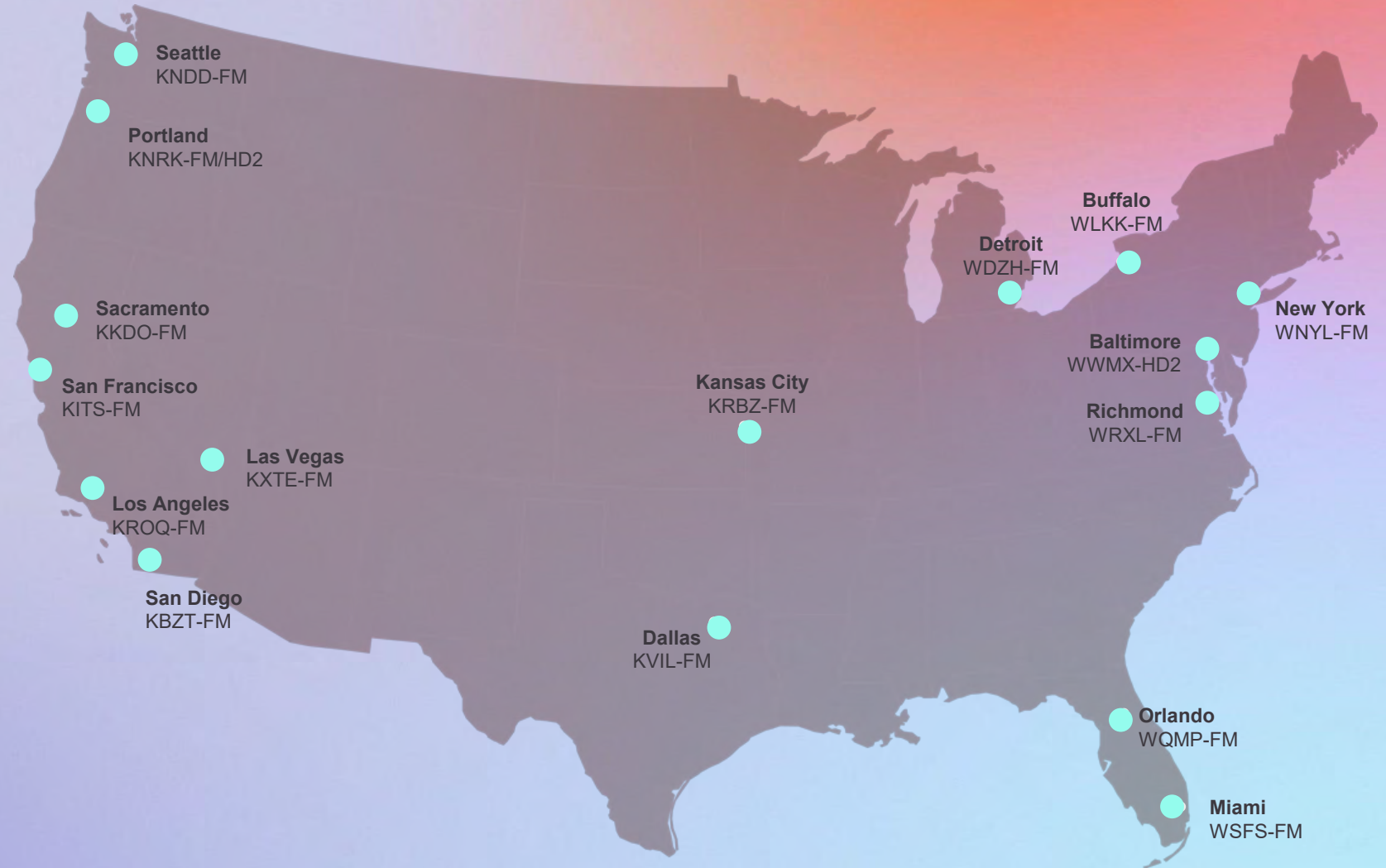


MUMFORD & SONS

15

Audacy Alt Stations

- Baltimore — WWMX-HD2
- Dallas — KVIL-FM
- Detroit — WDZH-FM
- Kansas City — KRBZ-FM
- Las Vegas — KXTE-FM
- Los Angeles — KROQ-FM
- Miami — WSFS-FM
- New York — WNYL-FM
- Orlando — WQMP-FM
- Portland — KNRK-FM/HD2
- Richmond — WRXL-FM
- Sacramento — KKDO-FM
- San Diego — KBZT-FM
- San Francisco — KITS-FM
- Seattle — KNDD-FM



Alternative listeners are young, digitally connected, affluent & socially conscience.



MILLENNIAL ADULTS: 25-34 (index 163)

53% MALE

47% FEMALE

EDUCATED:

COLLEGE+ (index 138)

HOUSEHOLD INCOME:

\$100,000 - \$249,999 (index 162)

ATTITUDES & INFLUENCE

- Willing to pay more for eco-friendly products and services (index 165)
- Adventurous travellers, plan to take adventure vacations (hiking, diving, etc.) in next 12 months (index 158)
- Conscious about personal growth, plan to go back to school for degree or certification (index 160)
- Health conscious, belong to health club or gym (index 138)

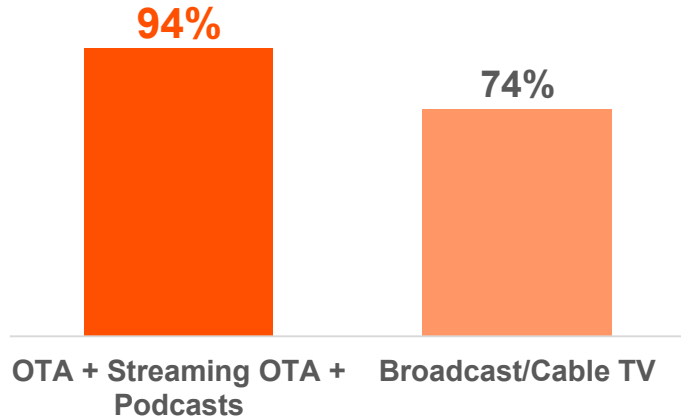
Insights on Audacy events touchpoints among our audiences

Audacy Engages An Expansive Event Audience

Our nationwide network on 230+ broadcast stations reach **20 million event fans*** every week.

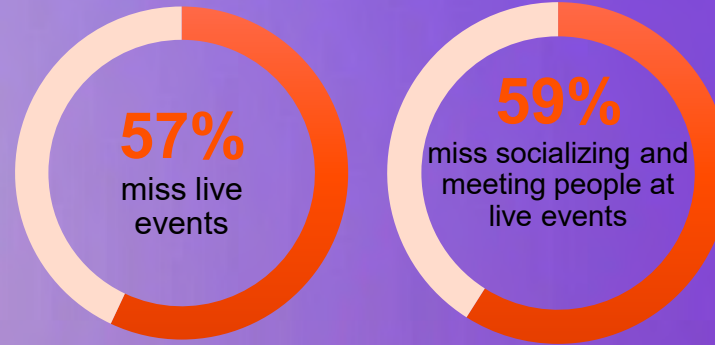
Event Fans Are Audio Aficionados

Media usage among event fans*



Audio is the path to connect with event fans, with a **grand majority of them (94%) listen to OTA, streaming OTA or podcasts.**

Attitudes towards live events



Audacy Event Fans Are Highly Valuable Consumers

Our audiences are:

Affluent:
HHI \$100K-\$149,999 Index 138

Well read:
College graduate Index 134

Socially Responsible:
Participated in volunteer work in past 12 months: Index 133

Environmentally Conscious:
Pay more for eco-friendly products and services: Index 153



The logo for ftibeach features the letters 'fti' in a stylized, lowercase font. The 'f' is yellow, the 't' is green, and the 'i' is pink. The word 'beach' is in a blue, lowercase, sans-serif font. The background of the slide is a blurred image of a beach with palm trees and a large crowd of people.

Discover. Stay. Dine. Play.

Media and Live Event Sponsorship Opportunity

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Audacy Beach Festival Timeline*



Phase 1 - Concert Announcement
Which talks about coming To Fort Lauderdale Beach

Phase 2 - General On Sale of tickets to Audacy Beach Festival

Phase 3 - National Flyaway Sweepstakes to Fort Lauderdale Beach for the Festival

Phase - 4
Sat Dec 4th – Sun Dec 5th
Audacy Beach Festival
Thousands of attendees

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

PR & Media Blitz – National Press talking about Fort Lauderdale Beach

Phase 5 – Fort Lauderdale Beach Post-Event Content Distribution & Media Campaign



Ft. Lauderdale Beach BID – Sponsorship

PARTNER IMAGING

- Fort Lauderdale Beach inclusion in all National Official Concert promotion tiers including lineup announce, presale, on-sale, contesting and general event promotion
- Fort Lauderdale Beach inclusion in 360' marketing model on all participating Alternative Audacy stations across the country: On Air, Digital, Social, On Site
- Fort Lauderdale Beach Hotel link inclusion on Festival Website for easy access for ticket buyers to buy hotel rooms

ON-SITE ACTIVATION

- Fort Lauderdale beach BID to have a dedicated 10' x 20' activation space
- 4x :30 video spots featured on the Main Stage screen, 2x per day (provided by the BID)

SPONSOR HOSPITALITY

- **Tickets**
 - 50x, 2-day GA Tickets
 - 20x, 2-day VIP Tickets

Sponsor customization, integration assets, and media determine final investment



Phase 1 – ANNOUNCEMENT NATIONAL | COME TO Audacy Beach Festival

Flight: 8/23/2021 – 8/26/2021

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 400x :30 promotional mentions promoting presale across all participating ALT stations	3,000,000	8/23 – 8/26
Streaming Audio Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 400x :30 audio promotional mentions promoting presale across all participating ALT stations		

Phase 2 - LOCAL EVENT PROMOTION | REACHES LISTENERS IN ALL SOUTH FLORIDA COUNTIES

Flight: October –November

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale beach included in 200x :30 promotional mentions promoting the Festival on 104.3 The Shark	450,000	Oct-Nov
Streaming Audio Promotional Mentions	Fort Lauderdale Beach included in 200x :30 streaming audio promotional mentions promoting the Festival on 104.3 the Shark		

NATIONAL STREAMING EVENT PROMOTION | FORT LAUDERDALE BEACH MENTIONED ALL OVER THE NATION

Flight: 10/8/21-11/21/21

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
Streaming Audio Promotional Mentions	Fort Lauderdale beach included in :30 streaming audio promotional mentions across the participating ALT stream	2,000,000	10/8-11/21/21



Phase-3 National Flyaway Contest to Fort Lauderdale Beach

We're giving fans the trip of a lifetime to attend the Audacy Beach Festival. Listeners from around the country will have a chance to register to win for a 2-night stay in Ft. Lauderdale, with roundtrip travel for them and a guest. These lucky winners will have a memorable weekend on the beach watching some of today's biggest Alt stars perform

PARTNERSHIP BENEFITS

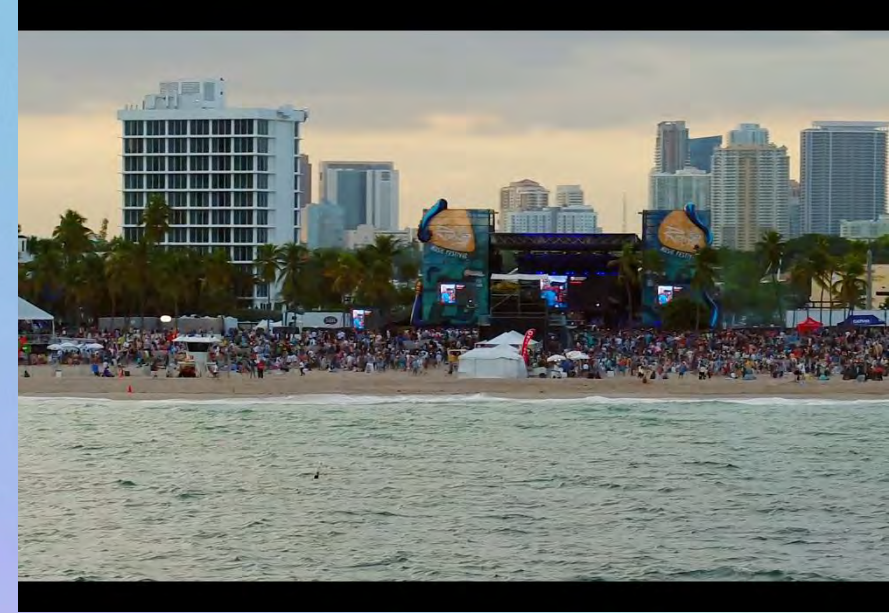
- Exclusive National VIP Trip Contest features Ft. Lauderdale Beach Hotel
 - Lead Generation and 1st Party Data Capture Capabilities
 - National promotion: 15 Stations, 15 Markets
 - Including Promotional Media & Digital Campaign

WINNER EXPERIENCE:

- 2x Round Trip Travel Tickets
- 1x, 2-Night Fort Lauderdale Beach hotel stay
- 2x, 2-Day VIP Tickets

Phase-4 On Site Activation

Wherever festival attendees sink their toes in the sand, the festival goers will know that the Fort Lauderdale Beach BID has once again brought a world class event to the beach. A 10' x 20' activation space will be made available to the BID for experiential promotion.



Phase 3 - NATIONAL FLYAWAY CONTEST | Fort Lauderdale Beach to mentioned in all media

Flight: Two Weeks November 8th to 19th

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 800 :30 promotional mentions driving contest registrations, 50x per station, Mon-Sun 6a-12p	4,894,799	2x weeks
Streaming Audio Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 800 :30 promotional mentions driving contest registrations, 50x per station. , Mon-Sun 6a-12p		
Streaming Audio Brand Commercials	Fort Lauderdale Beach inclusion in :30 Streaming Audio Brand Commercials to Audacy Total audience	1,804,545	2x weeks
Dedicated National Contest with 1st Party Data Capture	Online contest Registration Page on Audacy.com with full brand takeover including custom skin + header and display ads which features Fort Lauderdale Beach	Organic	2x weeks
Audacy Homepage Takeovers	100% SOV on the Audacy.com + ALT Station sites' homepages for one day to promote National Flyaway Contest which features Fort Lauderdale Beach	Organic	1x day
Audacy.com Banner Suite	BID Logo included in targeted cross device co-branded display ads across Audacy digital network	1,250,000	2x weeks
Audacy.com Targeted Social Ads	Fort Lauderdale Beach to be included Targeted Facebook/Instagram Ads	3,000,000	2x weeks
Audacy ALT Station Emails	Fort Lauderdale Beach to be included in 1x custom station (MEO) email from all ALT stations promoting National Flyaway Contest to the station email list databases	Organic	1x Day



Phase–5 Fort Lauderdale Beach BID inclusion in Artist Content & Distribution

PARTNERSHIP BENEFITS

- Fort Lauderdale Beach included in exclusive content during artists interviews
 - Fort Lauderdale Beach will be the setting and location for Live broadcast which features celebrity and artist interviews.
 - Fort Lauderdale Beach will be mentioned when appropriate in interviews and live broadcast mentions
 - Branded Video Content: Logo inclusion throughout exclusive behind the scenes interviews and content, distributed across digital and social platforms



PROMOTIONAL MEDIA PLAN

Flight: Two Weeks

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
Content Page Takeover	Takeover including custom skin with header + display ads on Audacy and ALT sites' Article Pages featuring Audacy Beach Festival branded content videos to feature Fort Lauderdale Beach	Organic	2x weeks
Audacy.com Video Banner Suite	In banner video ads featuring Audacy Beach Festival video content . Fort Lauderdale Beach to be included in run of network in banner video ads. (:60 max)	1,850,000	2x weeks
Audacy.com Targeted Social Ads	Targeted Facebook/Instagram Ads from a trusted Audacy social media handle featuring Audacy Beach Festival video content.	4,000,000	
Eventful Email	Fort Lauderdale inclusion in 1x custom dedicated email promoting Beach Festival video content and/or sponsor messaging	100,000	1x day



Fort Lauderdale Beach BID Sponsorship Summary

BRINGS BACK A WORLD CLASS NATIONAL FESTIVAL
NATIONAL FLYAWAY COLLECTIVE CONTEST
ON-SITE ACTIVATION
LOCATION INCLUSION IN VIDEO CONTENT DISTRIBUTION
OVER THE AIR & STREAMING PROMOTIONAL MENTIONS
ROBUST DIGITAL MEDIA CAMPAIGN
VIP HOSPITALITY TICKETS

TOTAL PROMOTIONAL MEDIA IMPRESSIONS:

22,349,344

FORT LAUDERDALE BEACH BID INVESTMENT:

\$750,000 OVER THREE YEARS OR \$300,000 FOR ONE YEAR



FTL Bid Logo use Examples*



BROWARD COUNTY SIGNATURE EVENT

TICKETS LINEUP EXPERIENCE INFO TRAVEL SPONSORS

HOTELS
OFFICIAL RIPTIDE HOTELS

Discover. Stay. Dine. Play.

Bahia Mar
FORT LAUDERDALE BEACH
A DOUBLETREE BY HILTON

Bahia Mar Fort Lauderdale Beach a Doubletree By Hilton

- Only footsteps from all the Riptide magic
- Newly renovated guest rooms
- Dooftos possible happy hour
- Market Deli with pizza, sandwiches, wine & beer

[Book Now](#)

B OCEAN
FORT LAUDERDALE

B Ocean Resort

- B part of all the Riptide Music Festival fun!
- Located steps away from the festival
- Many new guest rooms feature king beds
- Blissful Beach! Free Wi-Fi, AVEDA bath amenities, & Keurig coffee maker

[Book Now](#)

BROWARD COUNTY SIGNATURE EVENT – PARTNER HOTELS

SPRINGHILL SUITES®
BY MARRIOTT

SpringHill Suites Fort Lauderdale Airport & Cruise Port

- Complimentary breakfast, parking, wifi & airport shuttles
- Outdoor pool and whirlpool
- Walking distance to restaurants, shopping & bars
- Rooms starting at \$139 per night

[Book Now](#)

BROWARD COUNTY SIGNATURE EVENT

TICKETS LINEUP EXPERIENCE INFO TRAVEL SPONSORS

2019 #RIPTIDEFEST SPONSORS



Audacy Beach Festival

*Look Forward To Continuing Our
Great Partnership!*



VI. BID Manager Update

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

Tasha Cunningham
BID Manager

**VII. Communications to the
City Commission**

**Anna MacDiarmid
BID Chair**

VIII. Old/New Business

**Cija Omengebar
CRA Planner**

- 1) TBD Special Meeting - Marketing Strategy Discussion**
- 2) September Meeting Agenda Item Recommendations**
 - 1. South Beach Parking Lot Infrastructure Project**
 - 2. Las Olas Marina Project MOT Presentation**
 - 3. Airshow Post Event Presentation**
 - 4. Redefining Contract Scopes**
- 3) Other general updates**

V. Adjournment

**Anna MacDiarmid
BID Chair**