

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

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- |  |   |
|--|---|
| I. Call to Order/Roll Call<br>Quorum   | Anna MacDiarmid<br>BID Chair                          |
| II. Approval of Meeting Minutes<br>• Regular Meeting July 12, 2021   | Anna McDiarmid<br>BID Chair                           |
| III. Funding Request \$25,000<br>Winterfest Parade Viewing & Festival  | Lisa Scott-Founds<br>Winterfest Inc.<br>President/CEO |
| IV. Funding Request \$190,500<br>Las Olas Oceanside Park Activation  | Arianna Glassman<br>rAv Communications                |
| V. Funding Request \$750,000 or \$300,000<br>Audacy Beach Festival   | Von Freeman<br>Audacy Operations Inc.                 |
| VI. BID Manager Update<br>• Co-op Promotional Campaign Update<br>• Airshow Update<br>• Miscellaneous   | Tasha Cunningham<br>BID Manager                       |
| VII. Communications to the City Commission   | Anna MacDiarmid<br>BID Chair                          |
| VIII. Old/New Business<br>1) TBD Special Meeting - Marketing Strategy Discussion<br>2) <u>September Meeting Agenda Item Recommendations</u><br>1. South Beach Parking Lot Infrastructure Project<br>2. Las Olas Marina Project MOT Presentation<br>3. Airshow Post Event Presentation<br>4. Redefining Contract Scopes<br>3) General updates | Cija Omengabar<br>CRA Planner                         |
| IX. Adjournment  | Anna MacDiarmid<br>BID Chair                          |

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

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**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

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**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

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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 3<sup>RD</sup> 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 50<sup>th</sup> 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 50<sup>th</sup> ANNIVERSARY WITH OUR GOLDEN PROMO CODE**

Opportunity to be a part of Winterfest's 50<sup>th</sup> 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® 50<sup>th</sup> 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...

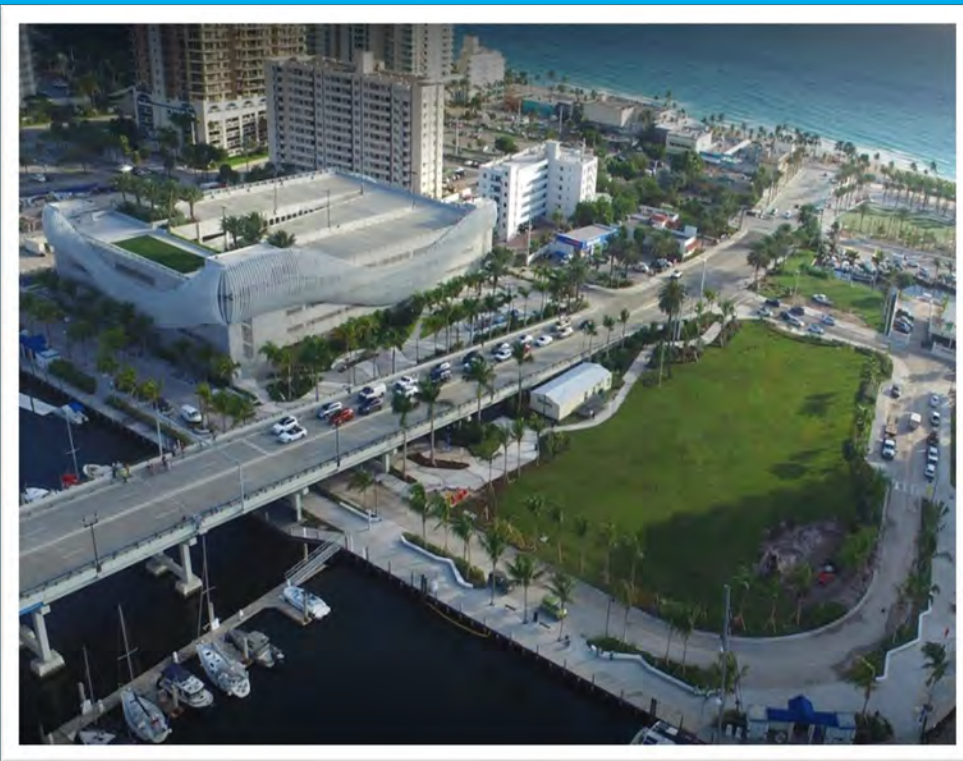
**ftlbeach**

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”

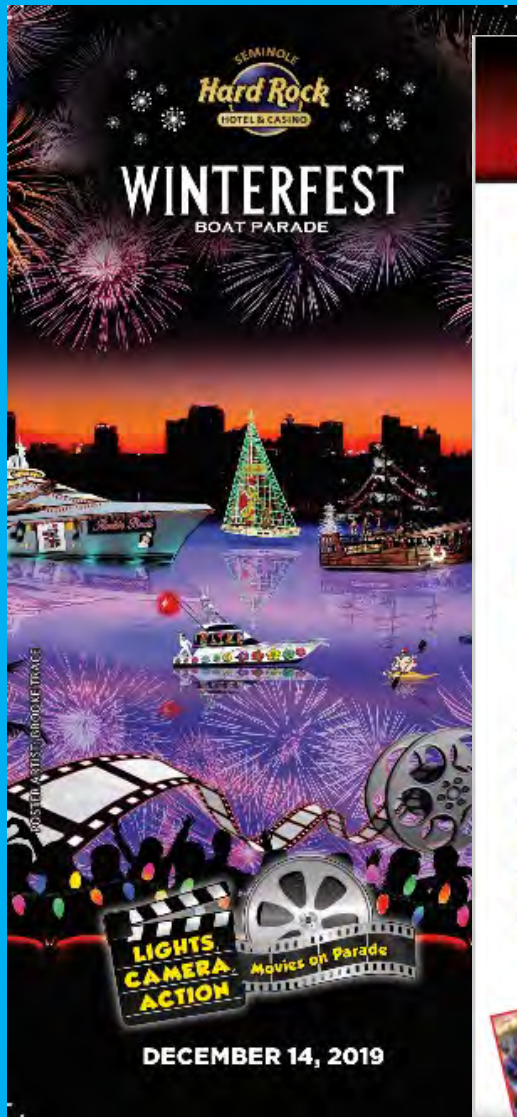
## HEALTH AND SAFETY NOTE:

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!

**SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE**

**BROWARD HEALTH**

**GRANDSTAND VIEWING AREA**

Presented by **FLORIDA**

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

**AUTHORIZED TICKET LOCATIONS**

**CROWN** **Hard Rock** **Total Wine**  
also, spirits, gourmet SPIRITS • BEER & MORE

HOLLYWOOD, FL  
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

Commentary by **BIG 105.9**

**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

**SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE**

**TITLE SPONSOR**  
Seminole Hard Rock Hotel & Casino

**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

**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  
QuireProQue  
South Florida Luxury Guide  
Sun Sentinel Media Group  
PHNK Magazine  
Travelshot Magazine of Greater Fort Lauderdale  
Yellow Cab Magazine

**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

**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.

**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 Paints  
Dynamic Effects & Fineworks Co.  
FPL  
Image 360 - Landon Hill  
The Gallery at Fort Lauderdale  
Water Taxi

**CONTRIBUTING SPONSORS**  
All My Sons Moving & Storage  
Babamper  
Cape Ann Towing  
Cant Workplaces  
Carroll's Jewelers  
Carly & 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.  
Light 37X 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 Oils Company  
Three Olives Vodka  
Total Wine & More  
Two Men and a Truck  
Van Dee Fulfillment  
Yelp-Fort Lauderdale  
Zinet & Co.  
ZulaNeller

**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

## 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 Unwelling – Brooke 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](http://www.wmfl.com)

**DEC. 14 - GRANDSTAND VIEWING AREA "Party in the Park"** – Sheila Arliss 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](http://WinterfestParade.com)

Become a Sponsor - Get Invited!  
 Contact Lisa @ [WinterfestParade.com](mailto: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



DECEMBER 7th  
 REPUBLIC NATIONAL DISTRIBUTING CO.



SATURDAY  
 DECEMBER 14

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

DON'T MISS A SINGLE  
 WINTERFEST CELEBRATION



VISIT [WINTERFESTPARADE.COM](http://WINTERFESTPARADE.COM)  
 or CALL 954.767.0686 for details





## 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, BEANS

**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





# WINTERFEST BOAT PARADE



## 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.

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

# Parade Viewing Area and Festival

## CAMPAIGN – ONLINE NEWSLETTER / MAGAZINE

### ONLINE PROMOTIONS: LOGO PLACEMENT IN NEWSLETTER/ONLINE MAGAZINE

**WINTERFEST NEWSLETTER** digital blast to 150,000+ via our Media Partners such as Lifestyle Magazine in November.

**MAGAZINE DIGITAL VIEWERSHIP** (NEWSLETTER inside Lifestyle Magazines): Digital Viewership is estimated at 560K in November and December for EACH issue.

### THANK YOU TO OUR SPONSORS:

<b>TITLE SPONSOR</b> SEMINOLE <b>Hard Rock</b> HOTEL & CASINO HOLLYWOOD, FL	<b>FOUNDING SPONSORS</b> CITY OF FORT LAUDERDALE RAPB + GFLR Master Builders Association FLORIDA BUSINESS ASSOCIATION
<b>OFFICIAL SPONSORS</b> OFFICIAL BANK OF WINTERFEST FIFTH THIRD BANK REPUBLIC NATIONAL INSURANCE GROUP iHeart MEDIA WSVN Southwest BROOKE TRACE POSTER ARTIST PAUL BIG SHOW 105.9 610 WIOD WTOG 93.9 WFLA	<b>MEDIA PARTNERS</b> GO RIVERWALK Eyeon lifestyle Gold Coast LUXURY DECO Blacktie yellow TRUCK Zining Wines THINK FOX SUN CITY&SHORE FUMA SunSentinel SOUTH FLORIDA BUSINESS JOURNAL TRAMEBHOST
<b>CONTRIBUTING SPONSORS</b> CARR PEPSICO MID-EXPERT AAA KEY SERVICE LOV-IT Ziva Feller TWO MEN AND A TRUCK Ziva Feller yelp	<b>THANK YOU TO OUR SPONSORS:</b> EVENT SPONSORS GRAY ROBINSON Joe DiBiaggio Children's Hospital Hotwire fision Ultimate LUBS Ford US SILVESTER NSU Florida SAVOR UNIVERSAL PROPERTY Holy Cross BROWARD COLLEGE BROWARD HEALTH Publix Hilton Paradise PINK SANDS LaCroix STELLA ARTOIS 1888 DOBEL GREATER FORT LAUDERDALE TIMPANO SUPREME LENDING BOAT PARADE SPONSORS GALLERIA AQUA AARP South Florida Broward Amateur Radio Club Broward County Board of County Commissioners City of Fort Lauderdale City of Fort Lauderdale- Parks and Recreation Florida Department of Transportation Fort Lauderdale Police Department Fort Lauderdale Police Marine Unit United States Coast Guard

16 WWW.WINTERFESTPARADE.COM 954-767-0886

### THANK YOU TO OUR SPONSORS:

<b>EVENT SPONSORS</b> GRAY ROBINSON Joe DiBiaggio Children's Hospital Hotwire fision Ultimate LUBS Ford US SILVESTER NSU Florida SAVOR UNIVERSAL PROPERTY Holy Cross BROWARD COLLEGE BROWARD HEALTH Publix Hilton Paradise PINK SANDS LaCroix STELLA ARTOIS 1888 DOBEL GREATER FORT LAUDERDALE TIMPANO SUPREME LENDING BOAT PARADE SPONSORS GALLERIA AQUA AARP South Florida Broward Amateur Radio Club Broward County Board of County Commissioners City of Fort Lauderdale City of Fort Lauderdale- Parks and Recreation Florida Department of Transportation Fort Lauderdale Police Department Fort Lauderdale Police Marine Unit United States Coast Guard
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18 WWW.WINTERFESTPARADE.COM 954-767-0886

# 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.





# Parade Viewing Area and Festival

CAMPAIGN –  
RADIO / FB EVENT

## 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.



### 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 50<sup>th</sup> ANNIVERSARY WITH OUR GOLDEN PROMO CODE:

Opportunity to be a part of Winterfest’s 50<sup>th</sup> 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® 50<sup>th</sup> 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.

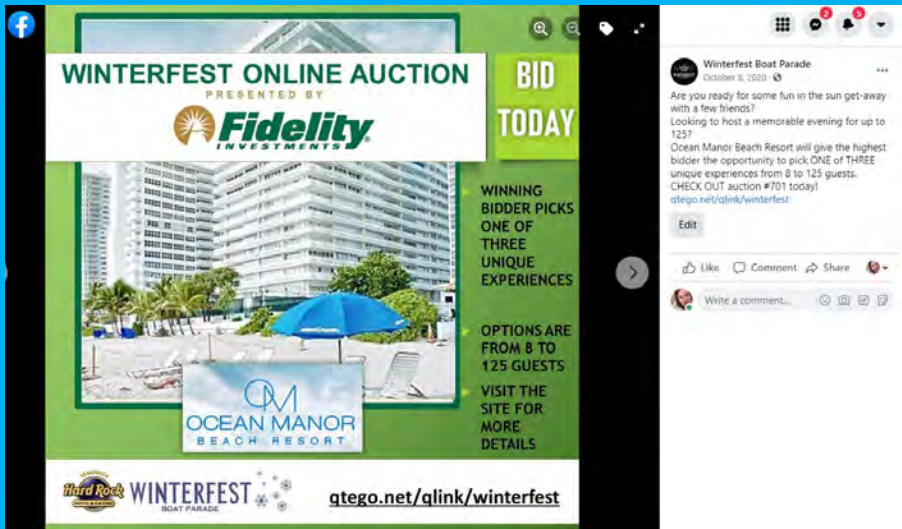


WINTERFEST ONLINE AUCTION – PROMO LOCAL RESTAURANTS, HOTELS, ATTRACTIONS

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.

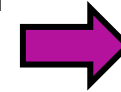


# 2019 ECONOMIC IMPACT on



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**

The logo for Touch Poll, featuring a hand icon and the text "Touch Poll" with "FEEDBACK... WHEN IT REALLY COUNTS" below it.

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

## Join Our Corporate Family Today!

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

[Winterfestparade.com](http://Winterfestparade.com)

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

Winterfest, Inc. 954-767-0686

[lisa@winterfestparade.com](mailto: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. 2<sup>nd</sup> Annual The Amazing Hunt FTLBeach – Sunday, November 7
4. WONDERLAND; Every Weekend [ Fri – Sun / 12 days ] Nov. 26 – Dec 19
5. 2<sup>nd</sup> Annual Fur The Love Pet Fest [ Benefit ]; Sunday, February 20
6. 2<sup>nd</sup> Annual Spring Fling; Saturday, April 16, 2022 | 11 am – 4pm
7. July 4<sup>th</sup> 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. 2<sup>nd</sup> Annual The Amazing Hunt FTLBeach – Sunday, November 7
4. WONDERLAND; Every Weekend [ Fri – Sun / 12 days ] 7,500 + / weekend
5. 2<sup>nd</sup> Annual Fur The Love Pet Fest [ Benefit ]; Sunday, February 20
6. 2<sup>nd</sup> Annual Spring Fling; Saturday, April 16, 2022 | 2,500 +
7. July 4<sup>th</sup> 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  
4<sup>th</sup> of July Weekend: \$2,500 – BID Branding Bonus
2. Pumpkins & Palm Trees / Weird Science: \$20,900
3. 2<sup>nd</sup> Annual The Amazing Hunt FTLBeach: \$12,450
4. WONDERLAND: \$87,400
5. 2<sup>nd</sup> Annual Fur the Love Pet Fest [ Benefit ]: \$20,750
6. 2<sup>nd</sup> 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
  - 4<sup>th</sup> of July Weekend: \$0 – BID Branding [ bonus ]
2. Pumpkins & Palm Trees / Weird Science: \$10,000
3. 2<sup>nd</sup> Annual The Amazing Hunt FTLBeach: \$5,000
4. WONDERLAND: \$50,000
5. 2<sup>nd</sup> Annual Fur the Love Pet Fest [ Benefit ]: \$7,500
6. 2<sup>nd</sup> 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. 4<sup>th</sup> 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. 2<sup>nd</sup> 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. 2<sup>nd</sup> Annual Fur the Love Pet Fest:** \$7,500 [ \$1,500 towards branded onsite activation ]  
Platinum Level Sponsorship, Branded Décor, Advertising, General Expenses
- 6. 2<sup>nd</sup> 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. 2<sup>nd</sup> 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 ( 1<sup>st</sup> weekend); Rockin' Christmas (2<sup>nd</sup> weekend ); Nutcracker Sweets (3<sup>rd</sup> weekend); Sleigh'd (4<sup>th</sup> 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 3<sup>rd</sup> or 4<sup>th</sup> 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



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



**SOS Ocean Conservation Day**  
SATURDAY, JULY 24<sup>th</sup>  
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](http://theLOOPflb.com)  
f / theloopflb



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

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 @ #SoundWavesFLB

**#STAYINTHELOOP** view all experiences online  
[THELOOPFLB.com](http://THELOOPFLB.com) f @ /thelooptfb



**FRIDAY NIGHT SOUND WAVES**

presented by 

by FORT LAUDERDALE BEACH



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

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

M.O.D.S. STEMobile  
AIR SHOW KICKOFF CONCERT  
KHEMISTRY  
VALERIE TYSON BAND

\* view complete details at: [thelooptfb.com](http://thelooptfb.com) \*



**Join Us!**

**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](http://www.FTLPetFest.com)



**LOOP + ftlbeach**  
present

**MOVIES by MOONLIGHT**

★ JULY 23 ★ ★ AUG. 20 ★ ★ SEPT. 24 ★

MOONSTRUCK (500) DAYS OF SUMMER LA LA LAND





**Spring FLING EGGSTRAVAGANZA**

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

<p><b>9:30 - 10:30 AM</b> LITTLE 'YOLKS' YOGA CHILDREN 6-12</p> <p><b>10:30 - 11 AM</b> MARKET-WIDE EGG HUNT CHILDREN 2-12</p> <p><b>NOON - 2 PM</b> BRUNCH WITH THE EASTER BUNNY</p>	<p><b>NOON - 1:30 PM</b> LIVE MUSIC LEAFY GREENS BAND</p> <p><b>11 AM - 2:30 PM</b> ARTS &amp; CRAFTS BUNNY EARS EGG SHAKER MARSHALS TIE DYE T-SHIRTS</p> <p><b>GAMES &amp; CONTESTS</b> BUNNY HOP SACK RACE EGG &amp; SPOON RACE SPRING FLING BALLOON ARTISTS</p>
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[THELOOPFLB.COM](http://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 4<sup>th</sup> 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

### **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

### **2<sup>nd</sup> 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 \$5,000**

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

**Requested \$50,000**

Presenting Sponsor – Signature Event

**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

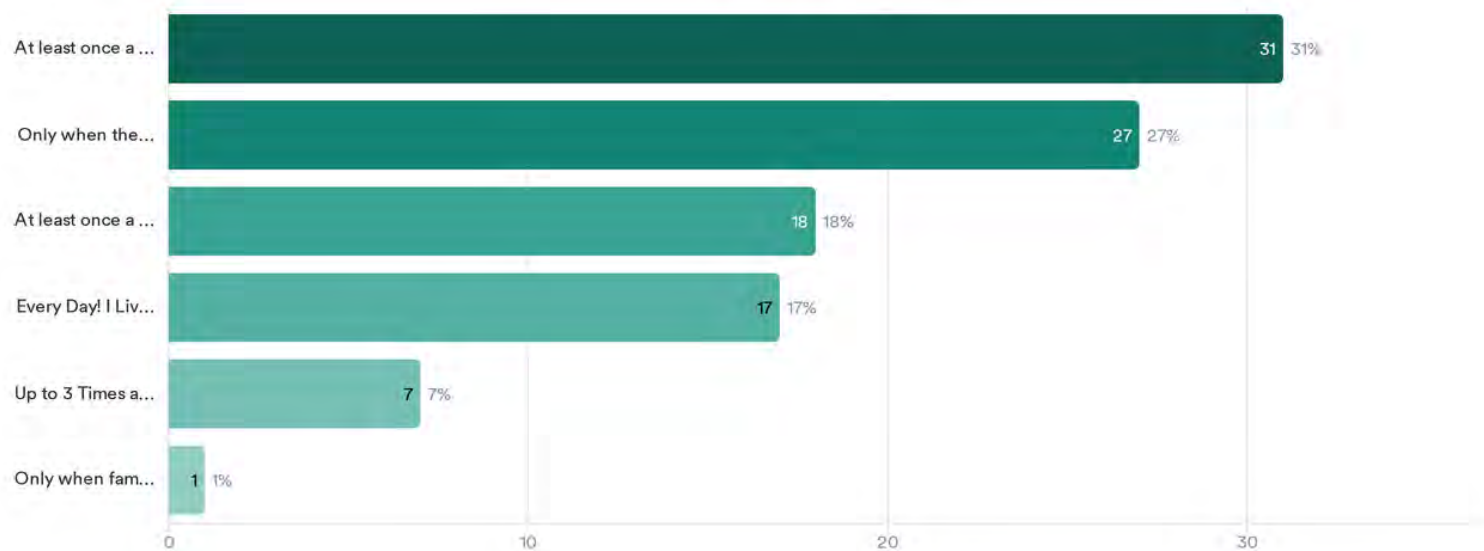
The contents of this presentation have been prepared by rAv Communications and is general background information related to the Fort Lauderdale Beach Outdoor Spaces Activation Plan, as of the date of this presentation. This information is presented in summary format and does not claim to be complete. 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?

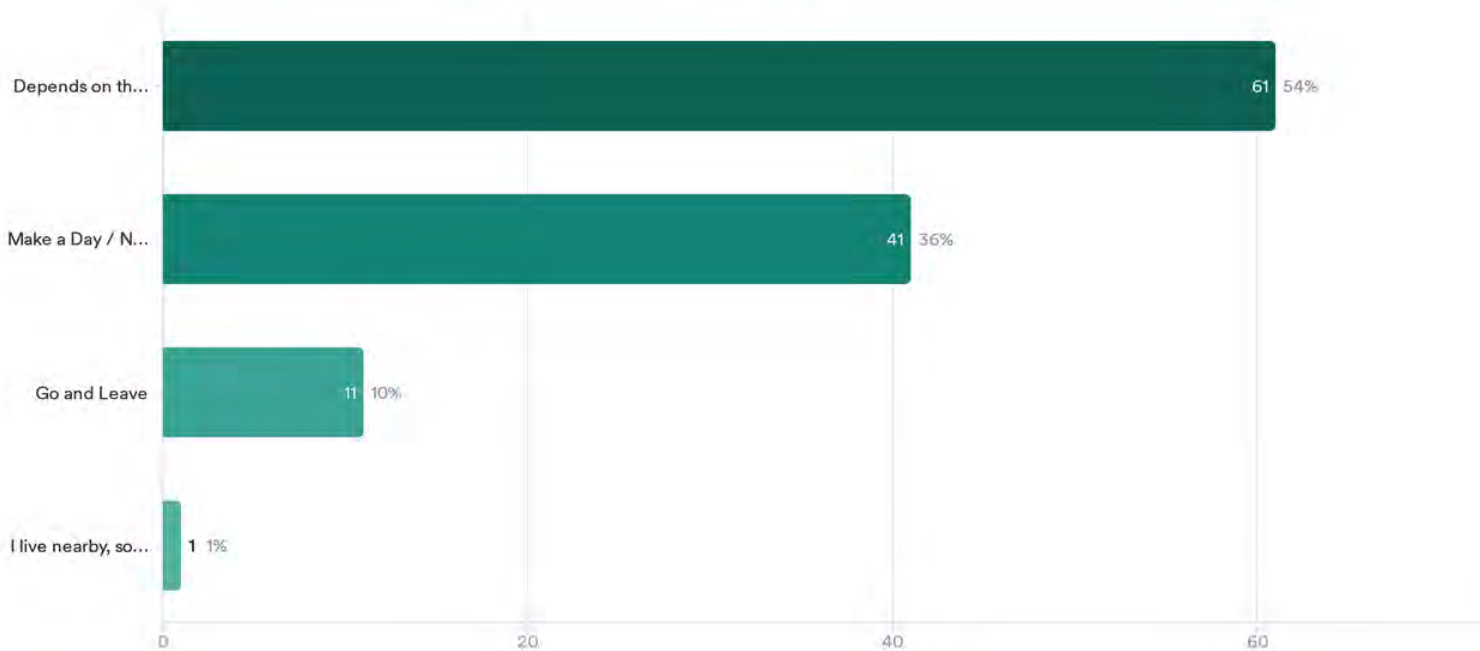
101 Responses



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?

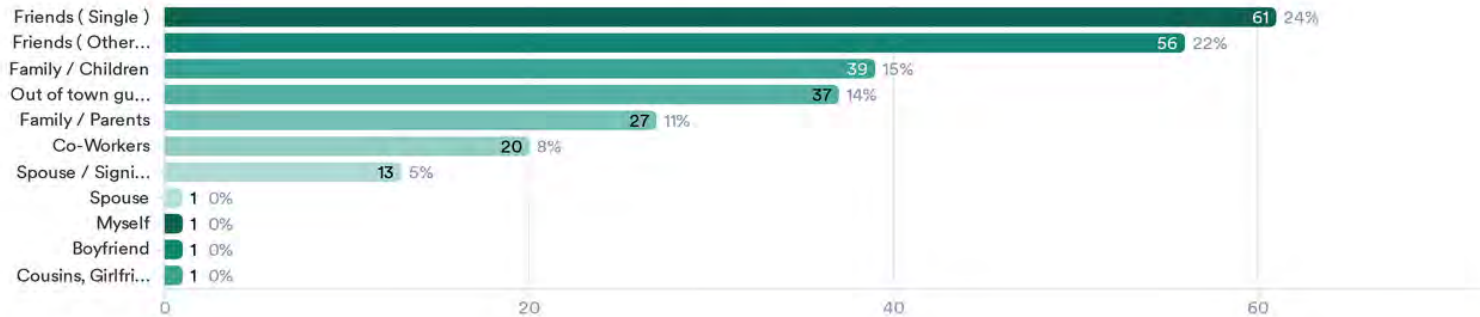
114 Responses



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

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# COMMUNITY EVENTS

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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





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 Jose Manuell's famed folk song "Tramadol 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 roll shade canopy and restroom facility. The lining 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 of the only things 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 foreshadowing. 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



As part of the More at the Market series, we welcomed Ocean Conservation artist, Lisa Mitchell-Caplan, on Saturday, May 13. Best known for her one-of-a-kind murals, created by using debris from one local beach, Lisa will find 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, river and beach community art project. For dates and details, and other experiences, visit [theloopflb.com](http://theloopflb.com)



- Dedicated Website [TheLoopFLB.com](http://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 THE FORT LAUDERDALE BEACH

SCAN WITH CAMERA  


05 | 01 | 21

**FLLY**  
THE FORT LAUDERDALE BEACH

**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

COUNTY APPROVED / COVID COMPLIANT  
 #SoundWavesFLB

#STAYINTHELOOP view all experiences online  
THELOOPFLB.com  /theloopflb

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**THE LOOP**  
FORT LAUDERDALE BEACH  
INFINITE EXPERIENCES FOR THE FORT LAUDERDALE BEACH

**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

**Spring FLYING**  
EGGSTRAVAGANZA

**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

Locally owned and operated with more than 50 years of collective experience in South Florida and throughout the country.

**Stone Musical**  
561-562-6692  
135 SE 5th Ave.,  
Delray Beach, FL 33483  
ABCCoinandJewelry.com  
In-person appointments only with  
Olyvia Adams, DJ, 10am-5pm  
Private appointments available

#STAYINTHELOOP view details online  
THELOOPFLB.com  /theloopflb

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Help writers achieve their publishing dreams with AuthorHouse.

**We Are Hiring!**  
Independent Publishing Consultants

**Benefits:**  
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Learn new skills

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Tuesday, April 6th @ 1PM EST  
The Renaissance Hotel & Spa  
West Palm Beach

Thursday, April 8 @ 1PM EST  
West Palm Beach Marriott  
West Palm Beach

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**Spring FLYING**  
EGGSTRAVAGANZA

**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





# 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](http://theloopflb.com) ★

**Sun-Sentinel**

Publication Date: 06/23/2021

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### #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**  
SPONSORED BY THE CITY  
**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](http://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'** 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](http://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.  
**MMER** Showtime: 8:15pm  
 me: 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](mailto: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 - 5<sup>th</sup>, 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 2<sup>ND</sup> AVE #200

MIAMI FL

ZIP CODE: 33138

OFFICE PHONE: 305-521-5100

CELL PHONE: 818-297-4127

EMAIL ADDRESS: VON.FREEMAN@AUDACY.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

VON FREEMAN

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Audacy Operations Inc

DIRECTOR OF BRAND PARTNERSHIPS

COMPANY NAME & APPLICANT TITLE

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 4<sup>th</sup> & 5<sup>th</sup>



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**
- **Audacity utilizing FTL BID hotels stays for National Artists and production teams**

# ALT is Back!

**DATE:** DECEMBER 4<sup>th</sup> - 5<sup>th</sup>, 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

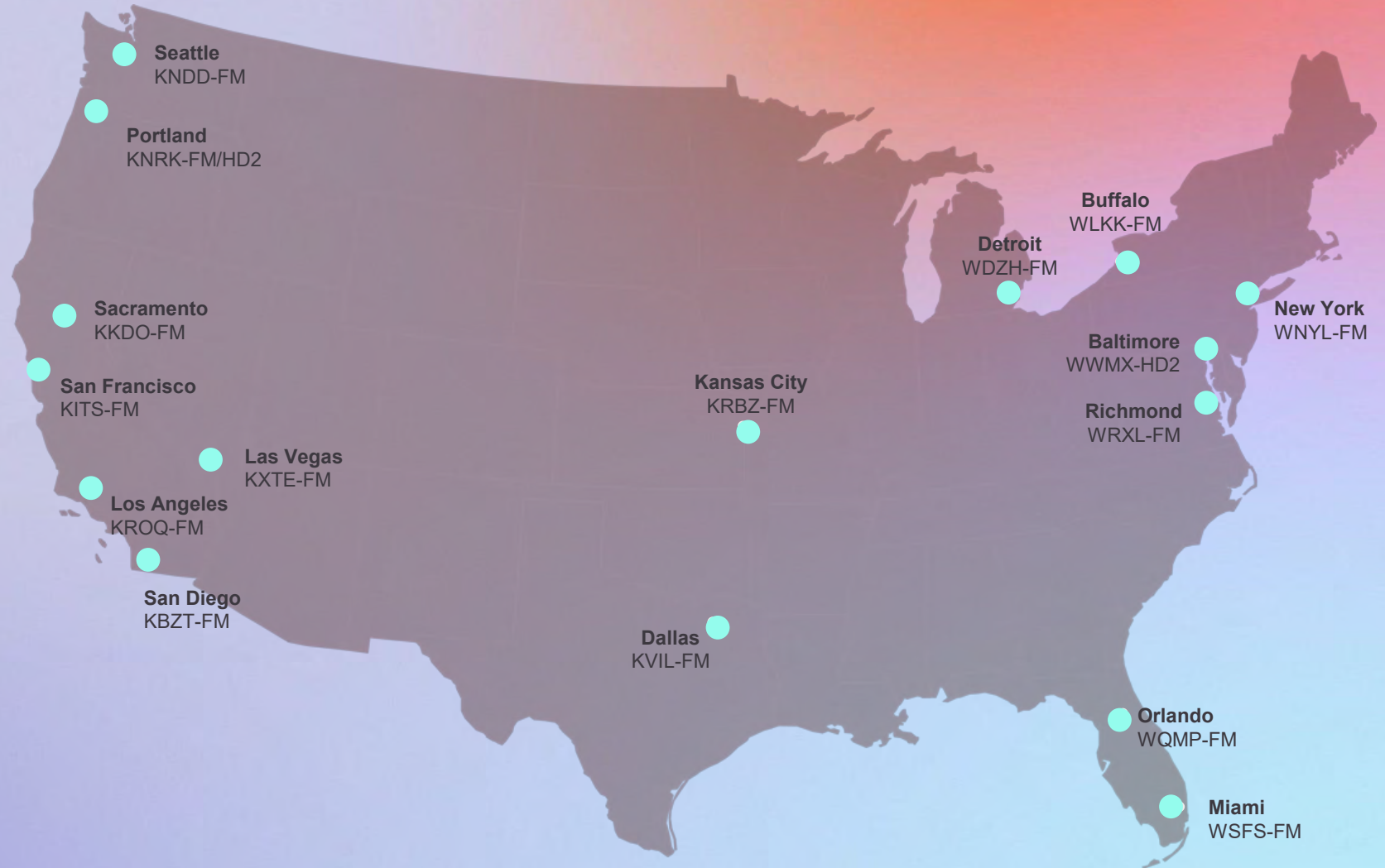


MUMFORD & SONS

# 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)

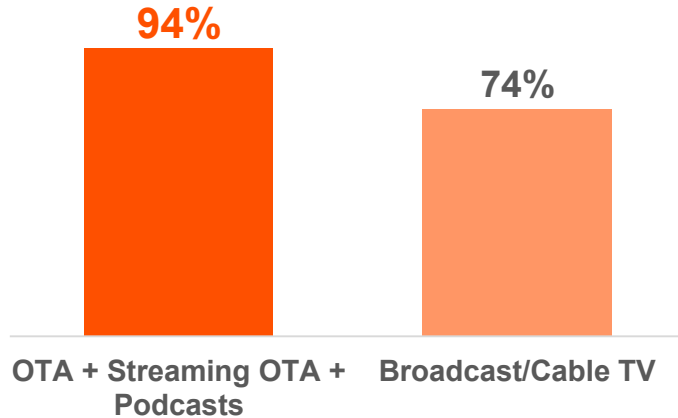
# Insights on Audacy events touchpoints among our audiences

## Audacy Engages An Expansive Event Audience

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

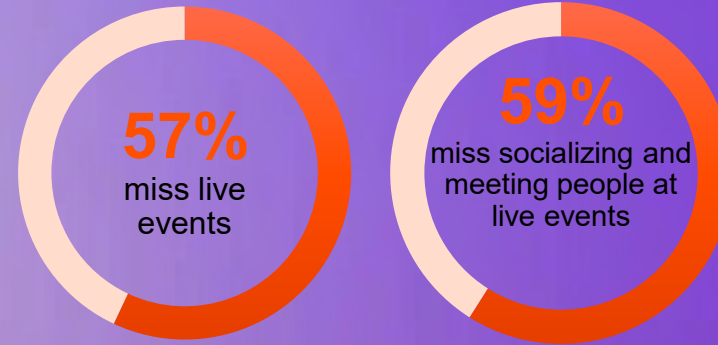
### Event Fans Are Audio Aficionados

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 is a blurred image of a beach with palm trees and a crowd of people.

ftibeach

Discover. Stay. Dine. Play.

# Media and Live Event Sponsorship Opportunity

Page 87 of 100



# 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

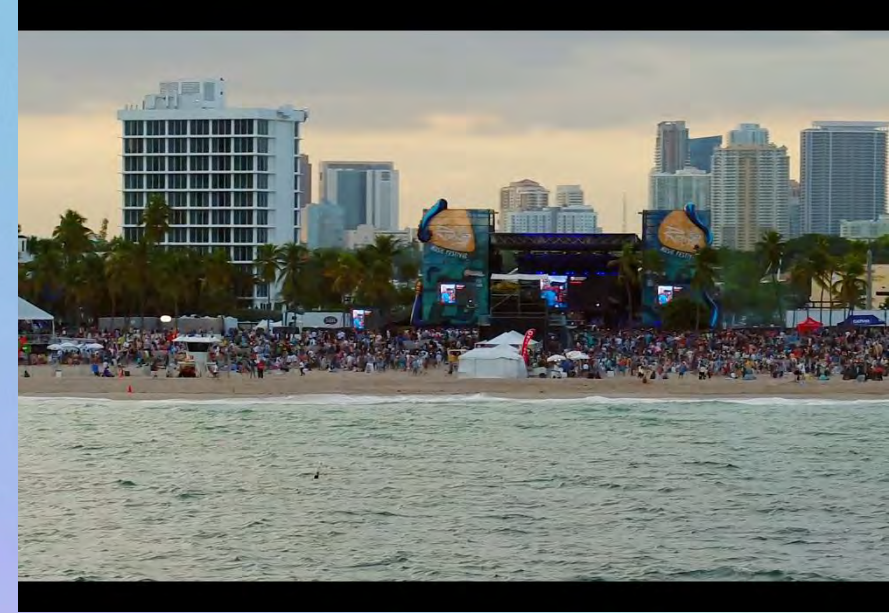
- Exclusive National VIP Trip Contest features Ft. Lauderdale Beach Hotel
  - Lead Generation and 1st Party Data Capture Capabilities
  - National promotion: 15 Stations, 15 Markets
    - Including Promotional Media & Digital Campaign

### 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 8<sup>th</sup> to 19<sup>th</sup>

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
<b>On Air Promotional Mentions</b>	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
<b>Streaming Audio Promotional Mentions</b>	Fort Lauderdale Beach inclusion in a total of 800 :30 promotional mentions driving contest registrations, 50x per station. , Mon-Sun 6a-12p		
<b>Streaming Audio Brand Commercials</b>	Fort Lauderdale Beach inclusion in :30 Streaming Audio Brand Commercials to Audacy Total audience	1,804,545	2x weeks
<b>Dedicated National Contest with 1<sup>st</sup> Party Data Capture</b>	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
<b>Audacy Homepage Takeovers</b>	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
<b>Audacy.com Banner Suite</b>	BID Logo included in targeted cross device co-branded display ads across Audacy digital network	1,250,000	2x weeks
<b>Audacy.com Targeted Social Ads</b>	Fort Lauderdale Beach to be included Targeted Facebook/Instagram Ads	3,000,000	2x weeks
<b>Audacy ALT Station Emails</b>	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
<b>Content Page Takeover</b>	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
<b>Audacy.com Video Banner Suite</b>	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
<b>Audacy.com Targeted Social Ads</b>	Targeted Facebook/Instagram Ads from a trusted Audacy social media handle featuring Audacy Beach Festival video content.	4,000,000	
<b>Eventful Email</b>	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 INVENTMENT:**

**\$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
- Rooftops 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**