

Beach Business Improvement District (BID) Manager Update

September 13, 2021

Presented By



Presentation Outline

1

Visit Lauderdale Co-Op Campaign Update

- Audacy Video Production
- Post-campaign presentation with Visit Lauderdale

2

Concours Promotions

- Print Ad
- E-Blast

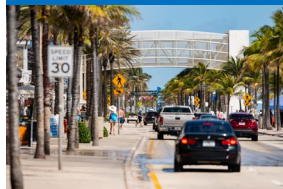
3

Audacy Beach Festival Promotions

- Wristband Re-entry
- Videos
- Digital Screen
- Sweepstakes/Giveaways

4

Revised BID Application and Presentation Guide



1

Visit Lauderdale Co-Op Campaign Update

Audacy Video – “Best Places to Stay”

- **Audacy Video Production**
 - “Best Places to Stay” Segment
 - Videos were shot on August 23
 - Featuring Conrad, B Ocean, Sonesta, Casablanca, Bo’s Beach and 3030 Ocean
 - Videos should be ready for BID review this week
- **Post-Campaign Presentation with Visit Lauderdale**
 - Working with Visit Lauderdale and Aqua to schedule presentation at the November BID meeting



2

Concours Promotions

Concours Promotions

Print Ad

- Runs in Travel Host Magazine
- Runs in Classic Motorsports Magazine
- Distributed as a flyer to event partners
- PDF copy sent to all board members for distribution to their networks



The print advertisement features a scenic background of a tropical coastline with palm trees, a blue sky, and the ocean. In the foreground, a couple is seen from behind, sitting in a classic maroon convertible car. The text is centered and reads: 'FORT LAUDERDALE CONCOURS' at the top, followed by 'WHERE CARS & CULTURE INTERSECT' in large, bold letters. Below this, it says 'A LUXURY LIFESTYLE EVENT' and lists activities: 'CLASSIC CARS • LIVE MUSIC • COLLECTABLE SNEAKER CURATION • FINE ART • SUNSET ROOFTOP LOUNGE'. The event details are 'FRIDAY, 29 OCTOBER 5 to 10PM | LAS OLAS PARKING GARAGE ROOFTOP TERRACE'. At the bottom, logos for sponsors are displayed: Denison Yachting, Hoffman Motorcars Fort Lauderdale, Lotus, and Truist Bank. The Truist logo includes the tagline 'Discover. Stay. Dine. Play.' and the website 'TIX & INFO: FTLConcours.com'.

FORT LAUDERDALE
CONCOURS

WHERE
CARS & CULTURE
INTERSECT

A LUXURY LIFESTYLE EVENT
CLASSIC CARS • LIVE MUSIC • COLLECTABLE SNEAKER CURATION • FINE ART • SUNSET ROOFTOP LOUNGE

FRIDAY, 29 OCTOBER 5 to 10PM | LAS OLAS PARKING GARAGE ROOFTOP TERRACE

Denison
yachting

PRESENTED BY

LOTUS

Hoffman
MOTORCARS
FORT LAUDERDALE

TRUIST 

ftbeach
Discover. Stay. Dine. Play.

TIX & INFO: FTLConcours.com



Long-Form Video: 01:30 Version



Concours Promotions

▪ E-Blast

- Runs 4x before event
- Prominently features new BID logo
- Features link to BID website



**FORT LAUDERDALE
CONCOURS**

AN EVENING OF CARS & CULTURE

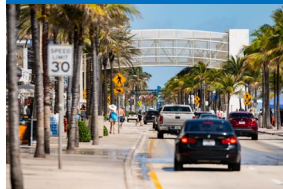


Friday, 29 October - 5pm to 10pm
on the Rooftop of the Las Olas Parking Garage

[Buy Tickets Now](#)

Introducing Fort Lauderdale's first concours.

The Fort Lauderdale Concours presented by



Social Media Video: 0:30 Version



Concours Promotions

▪ E-Blast

- Runs 4x before event
- Prominently features new BID logo
- Features link to BID website



FOR THE DRIVERS

On Friday, 29 October 2021 the city will sizzle -- not from the temperature -- but from the heat emitting off the sleek, sculpted, stylish classic and vintage vehicles showcased at the **1st Annual Fort Lauderdale Concours presented by Lotus.**

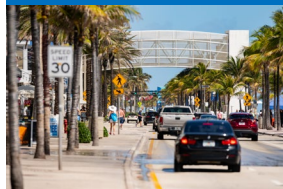
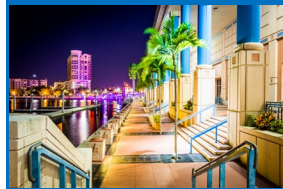
Cars and culture intersect at this rooftop event which celebrates the automobile and its convergence with pop culture and luxury lifestyle. It's a reinvented "classic car show" showcasing 35+ rarely-seen iconic cars accompanied by live music and lifestyle curations with an edgy pop culture influence -- such as a high-end collector sneaker display matching selected cars. Featuring a 360° view of the city's picturesque beach, marina and downtown skyline, the event takes place from 5pm - 10pm on the rooftop event space of the Las Olas Parking Garage at the Intracoastal Waterway.

Brought to you by the creators of The New York City Concours, the Fort Lauderdale Concours is designed to create a hipper concours experience to reinvigorate the established car collector and attract a younger, diverse car collector/enthusiast.

Tickets are now on sale with an Advanced Ticket \$25 discount until 30 September.
There's a finite capacity allowed on the rooftop, tickets will go fast - [BUY TODAY!](#)

The event is a VIP experience for all, ticket price includes:

- **Classic Automobiles:** 35+ rarely-seen, iconic cars including the Lotus Emira.
- **Cocktails and Canapes:** Denison Yachting Sunset Rooftop Lounge, including specialty spirits and wine tastings
- **Sneaker Curation:** Mixed media artist Matt Senna will curate a high-end collectable sneaker display that will match select cars on display



Concours Promotions

▪ E-Blast

- Runs 4x before event
- Prominently features new BID logo
- Features link to BID website

- **Fine Art:** Acclaimed automotive custom artist [Ray Drea](#) will be creating a stylized work of art painted live during the event and will feature a gallery of his completed works plus other fine and pop artists
- **Live Music and DJ:** [Valerie Tyson Band](#), an eight-piece electrifying band specializing in top 40 popular music, Jazz, Classic Rock, R&B, and Reggae and international DJ [Anna de Ferran aka ADF](#)
- **Fashion:** Zaddy fashion by [Hamilton Douglas Clothiers](#)
- **Stunning Venue:** Rooftop with 360° view of the city's picturesque beach, Intracoastal waterway, marina and downtown skyline

Fort Lauderdale Concours at The Las Olas Parking Garage

[200 Las Olas Circle, Fort Lauderdale, Florida 33316](#)

FRIDAY, 29 OCTOBER - 5pm to 10pm

[Buy Tickets Now](#)

BENEFITING

FORT
LAUDERDALE
INTERNATIONAL
FILM FESTIVAL



RPM
FOUNDATION
RESTORATION. PRESERVATION. MENTORSHIP.

IN COLLABORATION WITH

FL | FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW



Concours Promotions

- E-Blast

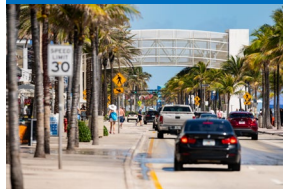
- Runs 4x before event
- Prominently features new BID logo
- Features link to BID website



RIVERSIDE HOTEL
ON LAS OLAS BOULEVARD

The Riverside Hotel is the Official Host Hotel of the Fort Lauderdale Concours.

[To book at the special Concours rate, click here.](#)



3

Audacy Beach Festival Promotions

Audacy Beach Festival Promotions

- **Wristband Re-Entry**
 - Like Tortuga
 - Could not logistically be done for this event
 - Will look at doing this in the future
- **Videos**
 - Working with the team to include both Matador and Audacy videos from Visit Lauderdale campaign on screens
- **Digital Screens at Event**
 - Working with the team to include videos from Visit Lauderdale campaign on screens
- **Videos and Sweepstakes**
 - Working with City to organize a sweepstakes or ticket giveaway for this event



4

Revised BID Application and Presentation Guide

Revised BID Application and Presentation Guide

Revised BID Application

- Designed in fillable PDF as we move away from the cumbersome Word document
- Redesigned to include new BID logo and brand colors
- Holds programs and projects that receive BID funding accountable to use their platforms to market Fort Lauderdale Beach
- Grant recipients must commit to purchasing BID-branded promotional items such as QR code stickers, tote bags, shirts, hats, etc. to market Fort Lauderdale Beach
- Currently being reviewed by City legal team to ensure compliance
- Will be presented to the board at the October meeting

ftibeach
Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

B. Is the company doing business under another name?
If yes, please list the name below.

C. What is the business structure of your company?
Please mark an X next to the appropriate selection below.

Sole proprietorship

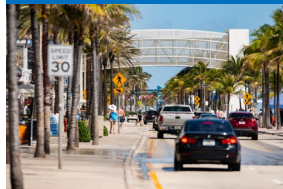
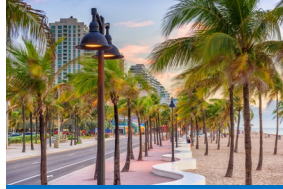
Partnership

Corporation

S-Corp

Limited Liability Corporation (LLC)

Page 1 of 7





Questions & Answers