

AGENDA
REGULAR MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
Monday– January 10, 2022
3:30 PM
CITY HALL – 8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS
FORT LAUDERDALE FL, 33301

- | | | |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| I. | Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. | Approval of Meeting Minutes <ul style="list-style-type: none">• Regular Hybrid Meeting November 8, 2021• Regular Meeting December 13, 2021 | Anna McDiarmid
BID Chair |
| III. | South Beach Park Parking Lot Infrastructure Project
Status Update | Diana Carrillo
Transportation &
Mobility
Program Manager |
| IV. | Three Year Funding Request \$750,000
Tortuga Music Festival | Chris Stacey
Rock the Ocean
Founder |
| V. | MyFortLauderdalebeach.com
2021 Admin Report | Ari Glassman
rAv Communications
President |
| VI. | BID Manager Update <ul style="list-style-type: none">• Marketing and Promotion with Grant Recipients | Tasha Cunningham
BID Manager |
| VII. | Communications to the City Commission | Anna MacDiarmid
BID Chair |
| VIII. | Old/New Business <ul style="list-style-type: none">• Introduction of Ingrid Kindbom• Reminder January 13 Rebranding Workshop• February Meeting Agenda Item Recommendations<ul style="list-style-type: none">1) Airshow Funding Request \$100,0002) Las Olas Marina MOT Presentation | Sarah Spurlock
Nighttime Economy
Manager |
| V. | Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – FEBRUARY 14, 2022**

Purpose:

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

Goals and Objectives:

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.
- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

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

- **November 8, 2021**
- **December 13, 2021**

**Anna McDiarmid
BID Chair**

DRAFT

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING**

**Monday, November 8, 2021, 3:30 P.M.
CITY HALL, 1st Floor Chamber Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
The "W" Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	3	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	3	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	3	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	3	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	3	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	3	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	A	2	1	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	3	0	0	0

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Night Time Economy Manager
Cija Omengebar, CRA Planner/Liaison
Clarence Woods, Northwest CRA Manager
Lizeth De Torres, CRA Senior Administrative Assistant
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Carlos Suarez
Michelle Addison
Jessica Graves
Matt Lorraine
Kate Reed
Phill Marro

I. Call to Order / Roll Call / Quorum

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

Chair MacDiarmid reminded the Board to disclose any conflicts of interest with each funding request and reviewed the purpose of the BID.

II. Approval of Meeting Minutes

- **Regular Meeting – October 18, 2021**

Motion made by Mr. Medeiros, seconded by Mr. Kusich, to approve the minutes of the October 18, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Review and Discussion – Current Budget and Events Funding History

Sarah Spurlock, Nighttime Economy Manager, shared a current version of the BID budget and discussed events funded or planned for FY22. She explained the reserves balance and stated any future funding requests for the year would come out of reserves. Continuing, she provided a funding history and discussed the objective of providing events with seed money with the intent to eventually phase out funding.

IV. Funding Request (\$25,000) – Seaglass Fort Lauderdale Rosé Experience

Carlos Suarez, President, Seaglass Group, LLC, provided a brief background on the Seaglass Fort Lauderdale Rosé Experience event and the organizing team. He introduced Michelle Addison and Jessica Graves and showed an event video.

Ms. Addison provided details of the expanded event, with a projected attendance of 2,400. She discussed events to include live music, culinary pairings with celebrity chefs, and activation on the beach. She shared information on partners and marketing.

Ms. Graves discussed expansion into additional markets with digital marketing and social media influencers. She noted a variety of hotel packages and unique experiences, including tastings, shopping, and yoga to draw different demographics.

Ms. Addison highlighted some of the participating celebrity chefs. Mr. Levy suggested Fabio Viviani be added to the list.

Ms. Spurlock asked if the event had City approval. Mr. Suarez stated the paperwork was in, and attorney Stephanie Toothaker was working on the issue but a vote by the City Commission had not yet occurred.

Chair MacDiarmid asked if it was a conflict of interest if their hotels were sponsors. Discussion ensued as to partnership with the hotels and potential financial gain. Chair MacDiarmid and Ms. Johnson stated their hotels had paid for cabanas. Discussion continued, and it was determined the event was ticketed and the involvement did not constitute a conflict of interest.

Ina Lee commented on the importance of the event as a part of branding Fort Lauderdale Beach as a foodie destination. She noted it did not say South Beach.

Mr. Medeiros asked about the food and drink at the event, and Mr. Suarez responded.

Chair MacDiarmid stated people were already talking about the event. She noted the production is amazing, and it's the sort of event properties want to have.

Mr. Medeiros commented on the return on investment and stated for an event with a projected attendance of 2,400, he thought the ask was too significant.

Mr. Kusich asked whether the BID had supported the event in the past. Chair MacDiarmid stated it was the first time.

Mr. Kusich asked the plan to grow the number of attendees. Mr. Suarez stated they had doubled the number of cabanas and discussed other expansion of the event. He asserted 6,000 visitors were expected.

Mr. Levy asked why the event was being held in January. Mr. Suarez explained they had pushed it back from May to have more time for COVID-19 recovery. Discussion ensued regarding the event date.

Motion made by Mr. Kusich, seconded by Mr. Levy, to approve funding of the Seaglass Fort Lauderdale Rosé Experience at \$12,500. In a voice vote, the **motion** passed unanimously.

V. Funding Request (\$10,000) – 13.1 Fort Lauderdale, Relay, and 10k

Matt Lorraine, CEO, Exclusive Sports Marketing, Inc., presented regarding the 13.1 Fort Lauderdale event. He provided a brief history of the run and discussed the distances available to reach a wider audience. He discussed the demographics of participants, their travel, and the average stay in the area. Continuing, Mr. Lorraine explained the event marketing plan and challenges the organizers were working to overcome after taking it over in 2019. He shared branding examples.

Mr. Medeiros asked about the timeframe of the event in the past.

Mr. Lorraine stated it was previously held in November, but people were responding favorably.

Mr. Medeiros stated there would be traffic issues with the December date.

Mr. Levy agreed. He stated he did not see a lot of out-of-town people attending a week before Christmas.

Chair MacDiarmid stated it was the busiest week for the hotels. Mr. Lorraine responded that they were open to different dates for future events.

Mr. Medeiros reiterated his previous comment regarding return on investment.

Mr. Kusich stated the date of the event was an issue.

Discussion ensued regarding not funding the event.

Motion made by Mr. Medeiros, seconded by Mr. Levy, to not fund 13.1 Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid stated she would like to see Mr. Lorraine present again in the future. Mr. Lorraine asked for and received input on dates.

Chair MacDiarmid stated it is never easy to say no and thanked the BID for thinking of the funds and what would best help Fort Lauderdale Beach.

VI. Funding Request (\$75,000) – Greater Fort Lauderdale Food & Wine Festival

Kate Reed, President, and Phill Marro, Vice President, Greater Fort Lauderdale Food & Wine Festival, Inc. presented regarding their event. Ms. Reed provided a history on bringing a food and wine festival to Fort Lauderdale and discussed the selection of the dates in January. She discussed the inaugural event in 2019.

Mr. Marro reviewed a breakdown of the attendees and their demographics from the 2019 event and expansion which was taken on as a result.

Ms. Reed discussed signature events, including a poolside BBQ battle, grand tasting, and family day. She discussed the events scheduled for Las Olas Oceanside Park, and reviewed efforts to market in other areas. She shared some of the partners involved and reviewed packages available. Continuing, she stated the festival organizers were looking for the BID to be the host of the two (2) main signature events.

Mr. Fleming asked about the celebrity chef aspect of the event. Ms. Reed discussed efforts to highlight personalities in the Fort Lauderdale area to draw people in.

Chair MacDiarmid inquired regarding the family day. Ms. Reed provided further detail.

Chair MacDiarmid stated it was great to have Fort Lauderdale food and wine. She asked about events scheduled for the establishments along the beach. Ms. Reed stated they had not yet announced all of the events, and noted they also planned to activate each month of the year.

Mr. Medeiros asked what the BID funds would be used for. Ms. Reed stated marketing would be a big piece of it, along with the costs of rebranding and moving to the beach.

Motion made by Mr. Levy, seconded by Mr. Kusich, to approve funding of the Greater Fort Lauderdale Food & Wine Festival at \$75,000. In a voice vote, the **motion** passed unanimously.

VII. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, explained the presentation on the promotional campaign in partnership with Visit Lauderdale had been moved to December.

- **Food and Beverage Program**

No update.

VIII. Communications to the City Commission

None.

IX. Old/New Business

- **January Rebranding Workshop Meeting Date Options**

Ms. Spurlock stated the Board wanted to have a workshop in January to review the rebranding. She shared potential dates and asked for input. Consensus was to hold the meeting on Thursday, January 13 at 3 p.m.

- **December Meeting Agenda Item Recommendations**
 - **Co-Op Promotional Campaign Presentation**
 - **Myfortlauderdalebeach.com Quarterly Update**
 - **Las Olas Marina MOT Plans Presentation**
 - **South Beach Park Infrastructure Project Presentation**

Ms. Spurlock shared items planned for the December agenda.

Ms. Omengebar stated an application from Tortuga Music Festival had been received earlier in the day, asking for \$750,000 over three (3) years. Discussion ensued regarding the requested three (3) year commitment and entertaining the presentation.

Chair MacDiarmid discussed City staffing of the BID, noting Ms. Spurlock had been added to the team and Ms. Omengebar would no longer be working with the BID.

Ms. Spurlock explained she was interviewing for the position and outlined the process for hiring and transition.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:50 p.m. The next Regular Meeting of the BID is scheduled for December 13, 2021, at 3:30 p.m.

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

Attachments:

Seaglass Fort Lauderdale Rose Experience PowerPoint presentation
13.1 Fort Lauderdale PowerPoint presentation
Greater Fort Lauderdale Food & Wine Festival PowerPoint presentation
BID Manager Update PowerPoint presentation

DRAFT

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING**

**Monday, December 13, 2021, 3:30 P.M.
CITY HALL, 1st Floor Chamber Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022					
	REGULAR MTGS		SPECIAL MTGS			
	Present	Absent	Present	Absent		
The "W" Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	4	0	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	4	0	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	A	3	1	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	A	3	1	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	A	3	1	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	A	3	1	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	A	2	2	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> (at 3:39 p.m.) JP LeBlanc, Alternate	P	4	0	0	0	0

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Night Time Economy Manager
Cija Omengebar, CRA Planner/Liaison
Jamie Opperee, Prototype, Inc.

Guests

Ina Lee
Camila Clark, Greater Fort Lauderdale Convention & Visitors Bureau
Chris Stacey, Rock the Ocean Founder

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:33 p.m. by Chair MacDiarmid. It was noted that a quorum was not present.

II. Approval of Meeting Minutes

- **Regular Hybrid Meeting – November 8, 2021**

Item not addressed due to lack of quorum.

III. South Beach Park Parking Lot Infrastructure Project Status Update

Item not addressed due to lack of quorum.

IV. Three Year Funding Request (\$75,000) – Tortuga Music Festival

Item not addressed due to lack of quorum.

V. Co-op Promotional Campaign Presentation

Camila Clark, Greater Fort Lauderdale Visitor's Bureau Senior Vice President (Visit Lauderdale), Marketing and Communications presented a wrap report of the promotional campaign completed in partnership with the BID. She explained the investment was \$96,000 and maximized BID dollars by working with large partners for a total return on investment of \$282,000. Ms. Clark played an excerpt of videos created as part of the campaign.

Mr. Medeiros arrived at 3:39 p.m.

Ms. Clark stated it had been a successful campaign and a great partnership.

VI. BID Manager Update

- **Light Up the Beach**

Tasha Cunningham, BID Manager, stated Light Up the Beach went well. She noted pictures were available for those who had not seen them.

- **Audacy Beach Festival**

Ms. Cunningham stated she attended the Audacy Beach Festival. She shared that the tickets donated to the BID were given out through the Healthcare Heroes campaign. She noted Mr. Levy and Chair MacDiarmid had added two (2) night stays at their properties to the packages. Ms. Cunningham explained the first responders honored were from Joe Dimaggio Children's Hospital and the six (6) hospitals throughout the Memorial Healthcare System. She noted it turned out well.

- **BID Application Prospects**

Ms. Cunningham stated applications coming up included Tortuga, Fleet Week, Fort Lauderdale Documentary, and the Greater Florida Transportation Management Association.

VII. Communications to the City Commission

None.

VIII. Old/New Business

- **Lifeguard Towers Update**

Cija Omengabar, CRA Planner/Liaison stated Parks and Recreation was preparing a memo for the City Commission to approve the artist contract. Discussion ensued regarding the process which had led to the design of the lifeguard towers.

Ms. Omengabar explained the BID was not funding the project.

Chair MacDiarmid stated the BID had originally brought the idea forward to enhance the look of the beach.

- **Increase Event Application**

Chair MacDiarmid suggested an increase in the fee to apply for a special event permit.

Sarah Spurlock, Night Time Economy Manager, explained there was no fee for applying for BID funds, but was a \$200 special event application fee. She stated City Commissioner Glassman had brought it up at the last Commission meeting, and it was something that had been reviewed in the past.

Mr. Medeiros asked the last time the fee had been raised.

Ms. Spurlock responded that it had not been raised in a long time, but the late fee had gone up. She explained applications after the deadline are now \$1,000. She noted a taskforce had looked at a varying fee structure based on square footage, location, and attendance, but it had not gotten traction.

- **BID Not Just a Funding Source**

Chair MacDiarmid noted she wanted to discuss the BID is not just a funding source but is also intended to enhance the beach in other ways. She stated the BID has a budget and does not always have funds available for every application, making for some difficult decisions.

Mr. Medeiros stated he thought the Board had done a good job of challenging and asking questions at the last meeting. He agreed it was not just about approving everything, as there is a budget. He asserted they would love to host every single event on the beach, but it was not always financially responsible.

Chair MacDiarmid added that they have to look at the return on investment of every event and consider the post-event presentation and things like heads in beds.

Ina Lee stated the CRA funds are now gone, and they used to do a lot of the partnerships. She asked whether, since the beach itself and the parks are under the Parks and Recreation Department, that department would have a budget for keeping those places clean and engaged. She asserted the Board should consider ways to access those funds instead of only relying on the BID budget, especially for maintenance.

Discussion ensued regarding City maintenance and projects in the beach area.

Ari Glassman pointed out the BID is a body for advocacy, not just funding. She stated the new Chief of Police had been working on the homelessness issue and was proactive in other areas. She noted she had received emails regarding increased rent for tour operators since SunTex took over Bahia Mar and explained some of the amenities at the marina would be going away. Ms. Glassman agreed to send information to the Board.

Ms. Glassman noted Ben Rogers, Director of Transportation and Mobility, was present. She stated there had been complaints from residents at the Commission meeting regarding clogged streets following major events, and part of that discussion had been regarding an increase to parking rates when there is a major event deterring locals from coming to the beach.

Discussion continued regarding the parking rates.

Ms. Omengabar suggested an agenda item in the future.

- **February Meeting Agenda Item Recommendations**

Ms. Omengebar shared items planned for the January agenda, including the Air Show and those items scheduled for this meeting which were not addressed due to lack of quorum, as well as the quarterly website update.

Chair MacDiarmid asked that Board members be called the Friday prior to meetings to remind them and confirm quorum.

Ms. Lee noted the Board members each have alternates.

Ms. Omengebar noted there were two meetings in January, with the Regular Meeting on January 10 and the Rebranding Workshop January 13.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:03 p.m. The next Regular Meeting of the BID is scheduled for January 10, 2022, at 3:30 p.m.

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

Attachments:

Visit Lauderdale PowerPoint presentation

**III. South Beach Park Parking Lot
Infrastructure Project
Status Update**

**Diana Carrillo
Transportation & Mobility
Program Manager**

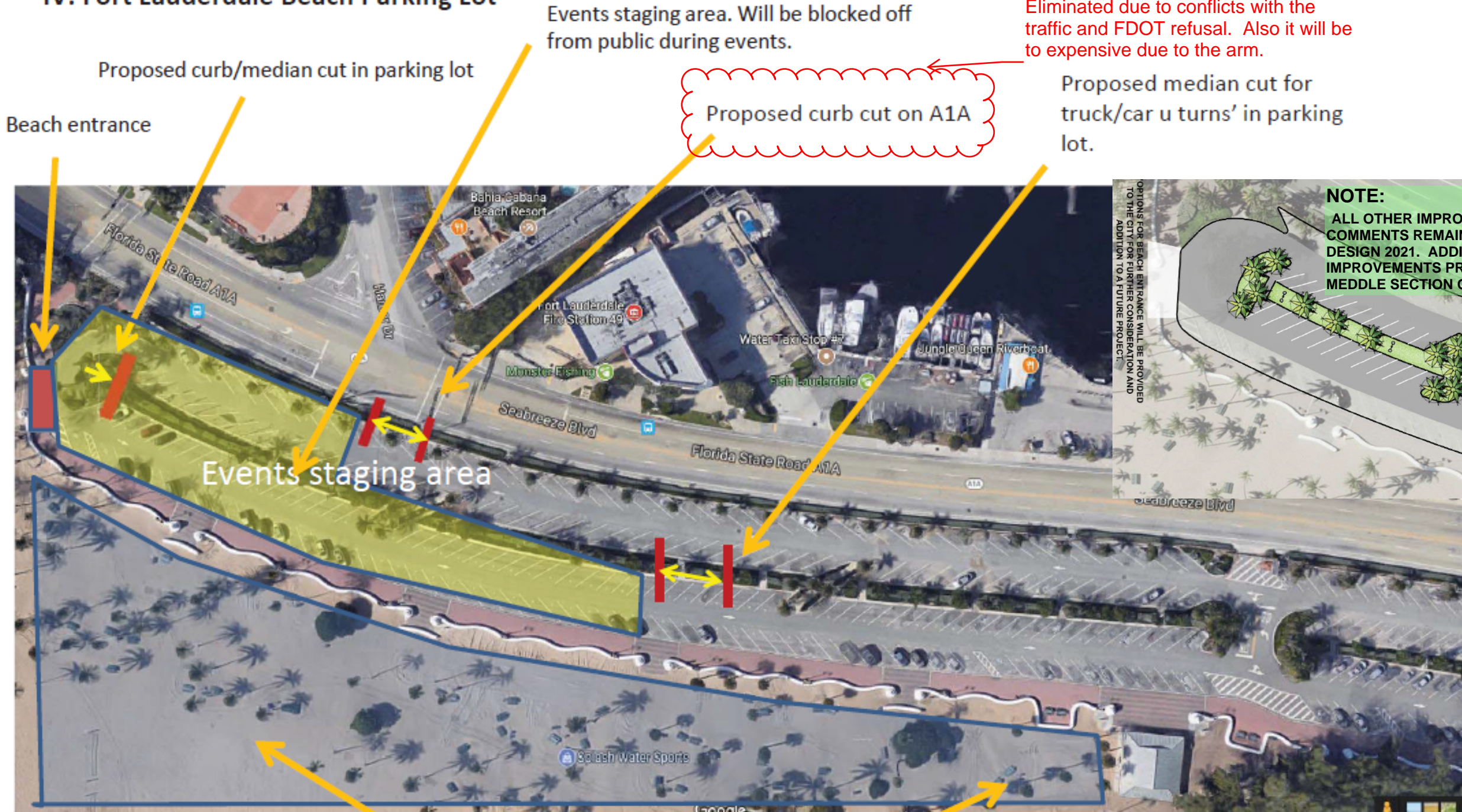
Attachment:

1. Proposed Improvements

2019 PROPOSED IMPROVEMENTS

EXHIBIT B

IV. Fort Lauderdale Beach Parking Lot



Events staging area. Will be blocked off from public during events.

Eliminated due to conflicts with the traffic and FDOT refusal. Also it will be to expensive due to the arm.

Proposed curb/median cut in parking lot

Beach entrance

Proposed curb cut on A1A

Proposed median cut for truck/car u turns' in parking lot.

Events staging area

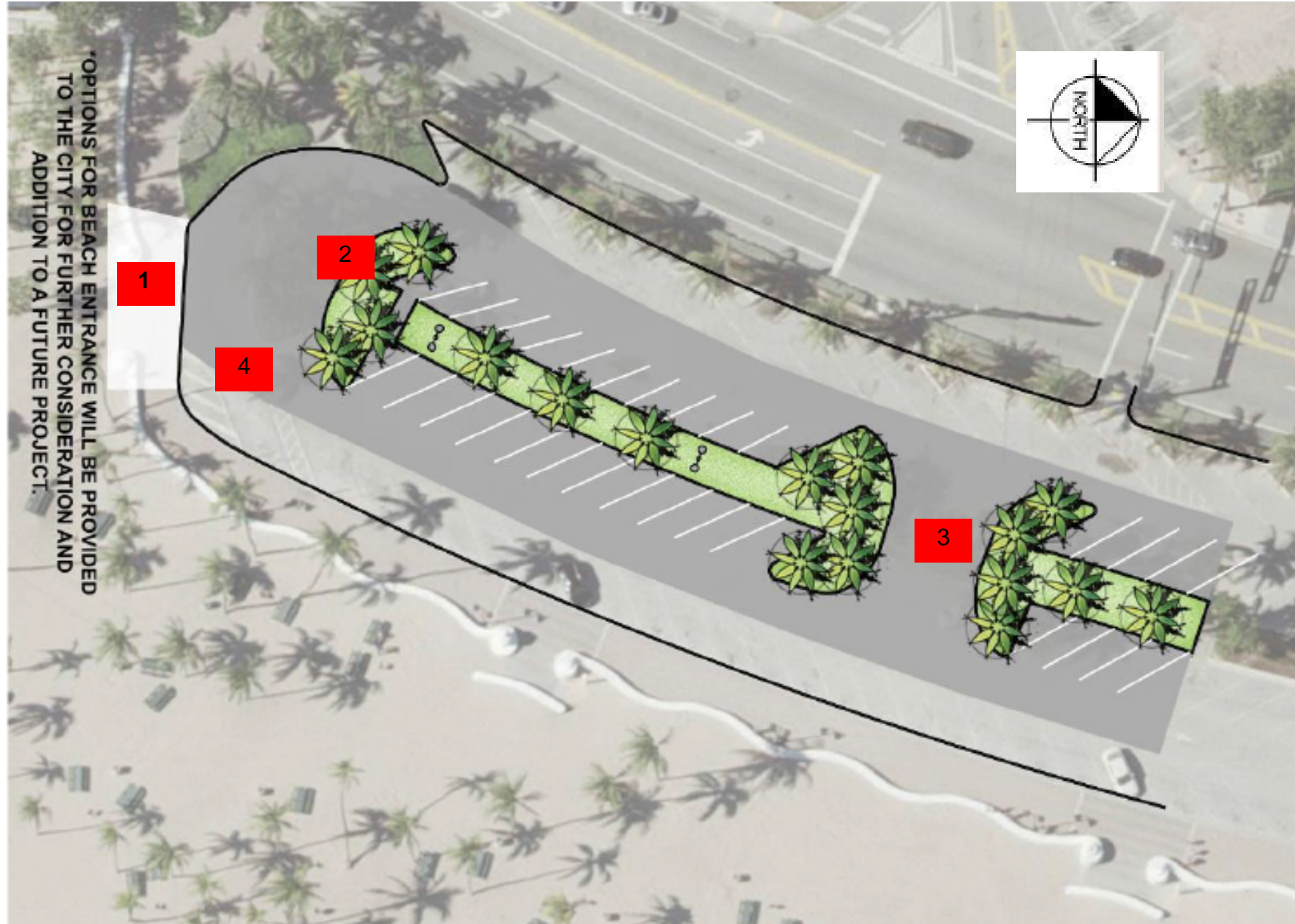
NOTE:
ALL OTHER IMPROVEMENTS WITH NO COMMENTS REMAIN IN THE SCOPE OF DESIGN 2021. ADDITIONAL IMPROVEMENTS PROPOSED IN THE MIDDLE SECTION OF THE PARKING LOT.

Area for expansion of water/sewer/electrical lines for beach events (concerts, volleyball matches, etc)

Eliminated as there in no single point of connection that will benefit all the events and the existing water and sewer connections can be used as needed. All the events have different configurations that will require different points of service. Electrical connection for the south side to be coordinated with FP&L during design.



PROPOSED IMPROVEMENTS 2021 - SOUTH SIDE



Proposed Improvements:

1. Beach entrance renderings will be provided in the task order for further analysis and consideration of the options.
2. South planter to be reduce to make staging area bigger for the events.
3. Proposed median cut to provide an additional location for the cars to turn.
4. Conduits to be run to provide new point of connection.

**PROPOSED IMPROVEMENTS 2021 - MIDDLE SECTION BY
RESTROOMS
ADDITIONAL IMPROVEMENTS**

Proposed Improvements:

1. Existing entrance to be modified as needed for truck access. Entrance will be used just during special events.
2. Planters to be modified to allow a bigger staging area.
3. Proposed median cut to provide an additional location for the cars to turn.
4. Conduits to be run to provide new point of connection.



**IV. Three Year Funding Request \$750,000
Tortuga Music Festival**

**Chris Stacey
Rock the Ocean
Founder**

Attachments:

1. FY 2022 BID BUDGET
2. Tortuga Music Festival Prior Funding \$700,000
3. BID Funding Application
4. Tortuga Music Festival Presentation
5. 2019 Economic Impact Report
6. 2019 Financial Report

Fort Lauderdale Beach Improvement District (BID)

FY 2022 Budget

Revenue Sources	FY 2021	FY 2022
Beach Business Improvement Assessment Revenue @ 95%	1,065,639	999,613
Appropriated Fund Balance		
Earned Pool Investments	16,628	16,814
Interest Earnings	314	-
Beach & Beverage	5,000	-
Reserves		452,144
Total Revenue	\$ 1,087,581	\$ 1,468,571
Expenditures		
Accounting & Auditing	300	200
Other Professional Services:		
Wizard Entertainment(BID Mgmt Services)	57,600	57,600
BID Website & Maintenance	50,000	50,000
Harry Newstreet BID Assessment	7,500	7,500
Other Services:		
Holiday Lightscapes (Split costs BRAB/BID)	20,000	26,075
Holiday Display (Split costs BRAB/BID)	80,000	79,784
Supplemental Cleaning Services	28,620	28,620
Electrical Supplies - (Electricity for Holiday Lights)	7,500	7,500
Promotional Contributions:		
Holiday Lighting event	8,000	8,000
Tortuga Music Festival	-	150,000
Smart City Media - Kiosk Maintenance	5,000	5,000
Box Wraps	25,000	16,703
GFTL Food & Wine	-	75,000
FTL Beach Fest	-	250,000
Fort Lauderdale Concours Event	25,000	-
Pride	10,000	-
Winterfest	-	25,000
Airshow	100,000	100,000
Seaglass	-	12,500
The Loop FLB/FNSW	107,500	190,500
Fleetweek		15,000
Love is in the Air	10,000	-
Las Olas Oceanside Park Farmers Market	19,650	-
Fur The Love Pet Fest	10,000	-
Uncommitted Funds	195,297	22,500
Marketing Plan		200,000
Service Charge - Community Development Agency		
Salaries - Service Charge	59,031	127,144
Indirect Admin Charges - Research decreased numbers	9,618	10,503
Service Charge - Information Technology	1,965	3,442
Transfer out FTL BEACH PARKING LOTS IMPROVEMENTS	250,000	-
Total Operating Expenditures	\$ 1,087,581	\$ 1,468,571
Total Uses	\$ 1,087,581	\$ 1,468,571

\$ - \$ -

Fund Balance Summary
Balance as of 11.2.2021 \$271,383
<i>Revenue based on a rate of \$0.8525 per \$1,000 of assessed value</i>
\$500,000 allocated to Project 12513.461 - FTL Beach Parking Lots Improvement
An Additional \$250,000 will be allocated to Project 12513.461 on October 1, 2020

TORTUGA MUSIC FESTIVAL – Prior funding \$700,000

1. 2018 \$350,000
2. 2019 \$200,000
3. 2021 \$150,000

Use of Funds: The funds were used to pay for City's support services and marketing and promotion services:

1. Fire/EMS
2. Off-Duty Police
3. Parks and Recreation Overtime for Cleanup
4. Fire Prevention/Ocean Rescue
5. Parking
6. Business Tax
7. General marketing and promotion



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

Chris Stacey

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

A. Registered Business Name

TMF Holdco, LLC

B. Is the company doing business under another name?

If yes, please list the name below.

Rock The Ocean's Tortuga Music Festival

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)



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

Brian O'Connell, President, TMF Holdco / Country Nation

4. Name of Event/Project/Proposal

Tortuga Music Festival

5. Location of Event

Provide description and location map or site plan.

Fort Lauderdale Beach Park

6. List all dates associated with this event

a. Set-Up Date: March 24-April 7, 2022

b. Event Date: April 8-10, 2022

c. Breakdown Date: April 11-16, 2022

7. Hours of Operation: Event days: 11a-11p

8. Projected Attendance: 30,000

9. Cost to Attendees: \$299-1500 (pending ticket type)

10. Total Cost of Event: \$15 Million

Page 2 of 7



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

11. Amount Requested from the BID: \$750,000 (over 3 years)
2022=\$250,000, 2023=\$250,000, 2024= \$250,000

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

In the past, the full amount has been used to help cover city services (police, fire, EMS, etc). The same would continue with any future funding.

13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.

Ticket Sales, sponsorship, food & beverage sales, merchandise.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

3 days of Beach front live music with A-List talent.
Multiple stages with over 30 artists per year.
Conservation Village: a collection of 20-30 top ocean conservation groups assembled to promote the events ocean conservation cause.

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 three to five years. Attach a narrative, if necessary.

The Covid Pandemic took a significant toll on Tortuga (and the live event business in general). We have not been able to produce the event for 30 months due to Covid. Having the support of BID Funding will ensure Tortuga remains on solid footing for years to come. Our partnership with Live Nation will also continue to take our event and its production to the next level for years to come.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. 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 the number of visitors to the BID.**

It has been proven by Tortuga's past Economic Development Studies (shared with BID post 2019 event) that Tortuga brings almost \$100 million dollars per year to the city. Our average 82% of our fans are from outside of Broward Co, and 43% are from out of state. They average a 3 night hotel stay when they attend.

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

We will continue to do at least annual fan surveys and bi-annual economic development studies to track our impact.

- 18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

Tortuga has become a top tier national music festival. Winning national awards from the Academy of Country Music and others as a premiere event. Tortuga is marketed nationally via many marketing campaigns and partnerships across the country. All of which shine the spotlight on our very special location on Fort Lauderdale beach.

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

The specific details of our events marketing plan are confidential. But we will of course continue to market via Radio, TV, Cable, print and largely via social media on a national scale. We spend approx. \$400K annually on marketing the event and the destination.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

BID SPONSORSHIP TERMS

20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- A. 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 REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing 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 with the City of Fort Lauderdale.
- I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- If the BID Committee recommends approval of 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. Address follows on the next page.



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION BID SPONSORSHIP TERMS

City of Fort Lauderdale
City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

Please also submit electronic copies via e-mail to:

- o Tasha Cunningham, BID Manager:
tasha@thebrandadvocates.com
- o Cija Omengebar, City of Ft. Lauderdale CRA:
COmengebar@fortlauderdale.gov
- o Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

I understand that 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 detailed in Question 12.

If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

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



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

Chris Stacey
Rock The Ocean's Tortuga Music Festival
1212 8th Ave South
Nashville, TN 37203

Prior to Signing This Application, please check the following to acknowledge completion:

- LEGAL NAME AND PLACE OF BUSINESS MATCH SUNBIZ.ORG
 - LOCATION OR SITE MAP IS ATTACHED TO THE APPLICATION
 - PROOFS OF HOW THE BID LOGO WILL BE USED ARE ATTACHED
 - AS THE APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT
- or*
- NOT AUTHORIZED TO SIGN AGREEMENT

Chris Stacey

APPLICANT FULL NAME (PRINT)

Chris Stacey

APPLICANT SIGNATURE

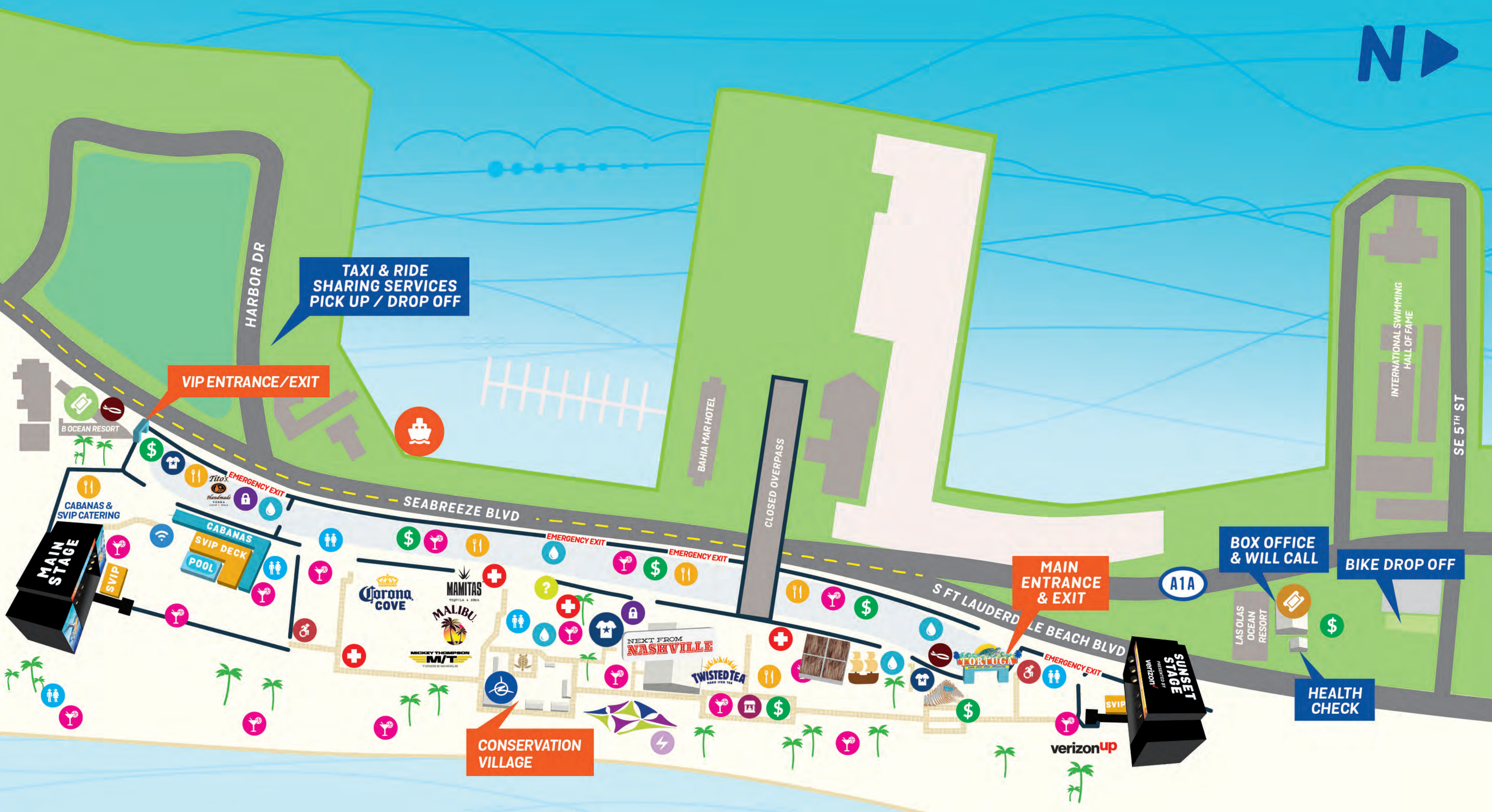
MANAGER:

COMPANY NAME AND TITLE

TMF Hold Co, LLC dba Tortuga Music Festival

DATE SIGNED 10/18/2022

NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the 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, with the City of Fort Lauderdale.



ROCK THE OCEAN'S
TORTUGA
 MUSIC FESTIVAL

NOV 12-13-14 2021 • FT LAUDERDALE BEACH

LEGEND

- | | | | | | |
|-----------|-------------------------------|----------------|-------------------------|------------------|-------------|
| FOOD | CONSERVATION VILLAGE | BAR | ATM | WRISTBAND HELP | MERCH |
| FIRST AID | BOX OFFICE | VIP BOX OFFICE | FREE WATER | CRAFT VENDORS | WATER TAXI |
| RESTROOMS | GUEST SERVICES / LOST & FOUND | FREE WIFI | COMFORT COLORS® LOCKERS | CHARGING STATION | ADA VIEWING |



TORTUGA MUSIC FESTIVAL BID BOARD PRESENTATION

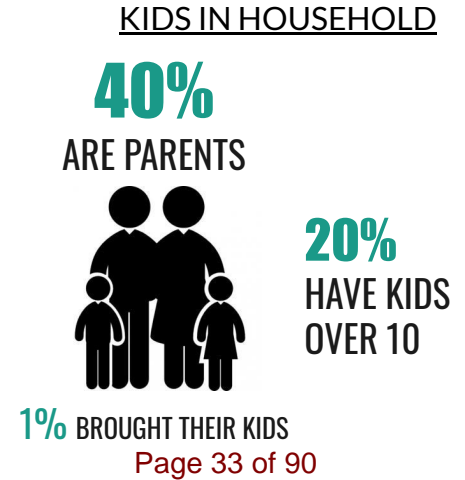
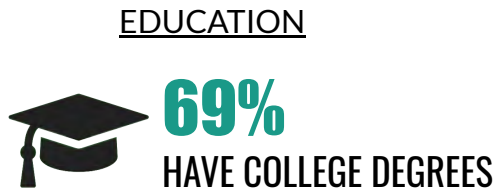
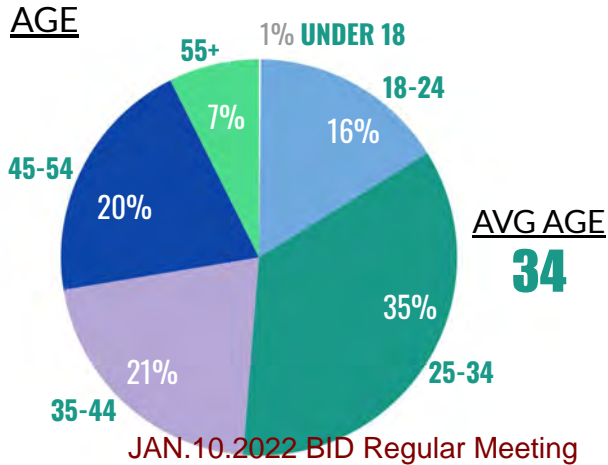
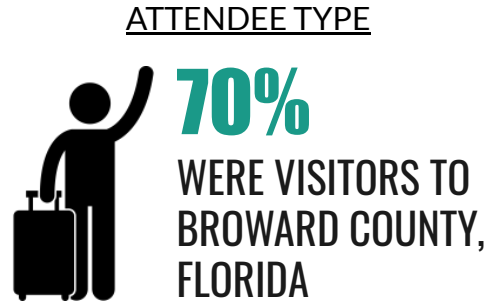
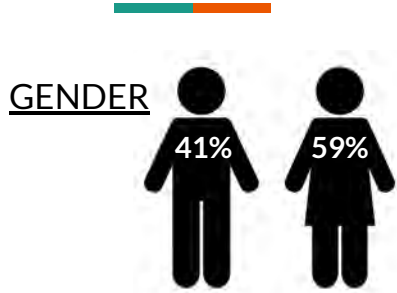


TORTUGA 2021

<https://www.facebook.com/TortugaMusicFestival/videos/455368302625683>

2021 FAN SURVEY RESULTS

82,000 TICKETS SOLD OVER 3 DAYS



APPENDIX: GRANT BREAKDOWN

BID Board Grant Funding Summary

2021 - \$150,000 Grant Breakdown

\$50,000 City Police

\$50,000 City Fire / EMS

\$50,000 City Parking / Beach Lot Rentals

\$150,000 Total

WHY CONTINUE TO FUND TMF?

- **ONE OF THE STRONGEST DRIVERS OF HOTEL/BEACH TRAFFIC ANNUALLY**
- **TORTUGA TOOK A BIG HIT DURING COVID/PANDEMIC, LAYING OFF OVER 50% OF STAFF**
- **LOWER THAN USUAL SALES AS A RESULT OF PANDEMIC**
- **ENSURE A HEALTHY & STRONG EVENT FOR THE LONG TERM.**



2022 PROGRAM DELIVERABLES



ON SITE

- Bid Board has rights to use up to 10x20 on site activation space

FAMILY OF SPONSORS

- Bid Board logo to be included in Family of Sponsors logo collection
- IP rights to use TMF name/logo in promotional campaigns.

WEBSITE INCLUSION

- Bid Board logo/URL to be included on Partner Page of official Tortuga website
- Bid Board branding to be included on “Things To Do” page on official Tortuga website

VIDEO CONTENT

- Bid Board to receive B-Roll footage from Tortuga, which may be used in marketing and promotional campaigns

PROGRAM DELIVERABLES (CONTINUED)



TICKET BANK

- 50 GA tickets for promotion purpose

APP INCLUSION

- Bid Board logo to be included on Partner Tab of official Tortuga app

EMAIL INCLUSION

- Bid Board logo & approved content to be included in at least three (3) emails to Tortuga ticket buyers

SOCIAL MEDIA

- Tortuga to make at least two (2) social media posts, mentioning Bid Board, and/or promoting Bid Board initiatives (such as top 10 things to do while in FLL while at Tortuga)

STAGE SCREENS

- Bid Board logo to be included on at least one (1) slide in rotation on stage screens

Economic Impacts of the Tortuga Music Festival in Fort Lauderdale, Florida, April 12-14, 2019

Executive Summary



Aerial view of the Tortuga Music Festival (<http://www.tortugamusicfestival.com>)

Alan W. Hodges, PhD
Economic Impact Analysis Consultant
14001 SE 9th Place, Gainesville, Florida 32641
352-376-3784, alan.w.hodges@gmail.com

June 17, 2019

Key Facts About the 2019 Tortuga Music Festival

- **3-days** of music events on **3 stages** in Fort Lauderdale Beach, Florida, April 12-14, 2019
- **7th year** the festival has been held
- **31** conservation organization event partners
- **35,376** ticketed festival attendees
- **51%** of attendees aged 34 or younger, **67%** had college or post-graduate education, and **73%** had annual household income of \$50,000+
- **82%** of attendees visiting from outside Broward County, Florida
- **63%** of attendees stayed for 3 or more nights, and **58%** stayed in hotel rooms
- **97%** of attendees traveled to the area for the festival as the main reason
- **\$1,149** average trip spending per person, **\$40.6 million** in total trip spending, including **\$32.2 million** in trip spending by nonresidents as new final demand to the local economy
- **1,640** workers for event staff

Introduction

The Tortuga Music Festival is a 3-day, multi-stage music festival featuring well-known performers in country, rock and roots music, held in Fort Lauderdale Beach Park in Broward County, Florida. The 2019 Festival on April 12-14, was the seventh time it has been held since 2013.

The Festival works with Rock The Ocean Foundation to increase public awareness about issues impacting the world's oceans and to support scientific research, education, and ocean conservation, with specific focus on five key issues: overfishing, shark conservation, coral reef degradation, marine pollution and turtles. To date over \$1,874,000 has been raised for ocean conservation, including over \$500,000 in 2019. The foundation sponsored 31 ocean conservation organizations in 2019. The Festival is committed to environmental initiatives, such as eliminating or reducing single-use plastics provided by food and beverage vendors, serving sustainable seafood caught or farmed in environmentally responsible ways, and recycling or reusing over half of the waste generated. The Festival partners with local groups on coral reef restoration projects, beach clean ups, beach vegetation planting, shark tagging, and research initiatives. Light and sound levels and placement of structures for music venues are designed to avoid disrupting critical beach habitats.

This report was commissioned by *TMF Holdco* of Nashville, TN, to document the economic impacts of the 2019 Tortuga Music Festival for advocacy/outreach and informed public policy discussions with state and local leaders and community members. The qualifications and experience of the project investigator for this study are shown in the Appendix.

Festival Attendance

Ticketed attendance at the 2019 Tortuga Music Festival was 35,376. The most common type of ticket purchased was general admission (GA) for the full three-day event (14,006), and there were also significant single day ticket sales for Saturday (3,499), Sunday (2,291), and Friday (1,473), and for general admission presales for returning attendees (alumni) and VIPs. Based on the home state of residence reported by registered ticket purchasers, 57% of attendees resided in the State of Florida, and 43% were from outside the state, including New York (5.7%), Pennsylvania (3.2%), Massachusetts (2.9%), Ohio (2.6%), New Jersey (2.3%) and Maryland (2.2%). About 82% of attendees resided outside of Broward County.

Visitor Characteristics

A post-event survey of attendees to the 2019 Tortuga Music Festival was conducted by the organizers via email/internet in the two weeks following the event. Survey questions included whether the festival was the primary reason for the trip to Fort Lauderdale (yes/no), number of persons in the travel party, number of nights stayed in the area, type of accommodations used, trip spending for various types of goods and services, and respondent demographics such as age, education, and income. A total of 3,021 people responded to the survey, representing 8.5% of the total attendees, which is considered an acceptable response rate providing representative results for online surveys. In general, the audience for the Tortuga Music Festival could be characterized as young, well educated, and affluent. A majority of respondents (51%) were 34 years of age or younger, two-thirds (67%)

had a four-year college degree or post graduate study, and 73% had an annual household income of \$50,000 or higher, including 45% with annual income of \$100,000 or more. About 97% of respondents reported that the Festival was the primary reason for their trip to Fort Lauderdale. The most common length of stay (number nights) was three nights, and 88% of respondents stayed for three or more nights. A majority of respondents (58%) stayed in hotel rooms, while 28% stayed at a private home or home rental, 10% stayed with friends or relatives (non-commercial), and 4% used no accommodations.

Visitor Spending

Spending outside of the festival venue was reported by survey respondents for expense categories including transportation, shopping, food and beverages, entertainment and other activities. Based on the distribution of spending by range, the average total spending per person was estimated at \$1,149, including \$223 for lodging, \$186 for restaurants, \$164 for drinking establishments, \$126 for shopping, and \$118 for food/beverage at retail stores (Table 1). The average trip spending per person reported in the survey was expanded to reflect the total number of attendees (35,376) to estimate aggregate visitor spending of \$40.63 million. Visitor spending was further analyzed to reflect only the share by nonresidents of Broward County, Florida (81.6%), and the share of survey respondents who indicated that the festival was the primary reason for their visit to the area (97%), giving \$32.17 million as the value of new final demand to the local economy (Table 1).

Table 1. Estimated offsite trip spending for the 2019 Tortuga Music Festival

Expense Category	Average per person	Aggregate spending (M\$)	Nonresident visitor spending primary purpose (M\$)
Food/beverages at stores	\$118	\$4.16	\$3.29
Car expenses	\$62	\$2.19	\$1.73
Shopping	\$126	\$4.46	\$3.53
Taxis, local transportation	\$95	\$3.36	\$2.66
Entertainment (besides festival)	\$60	\$2.13	\$1.68
Other activities	\$66	\$2.34	\$1.85
Bars	\$164	\$5.82	\$4.60
Eating out	\$186	\$6.57	\$5.20
Lodging	\$223	\$7.89	\$6.25
Parking	\$49	\$1.72	\$1.36
Total	\$1,149	\$40.63	\$32.17

In addition to visitor spending, gross revenues and event production expenditures for the 2019 Tortuga Music Festival provided by the organizers were considered for this analysis. Revenues included ticket sales, on-site concessions (food, beverage, other), and event-branded merchandise sales. Event production expenditures included talent (music performers), site operations and equipment staging, production equipment, staffing, travel, lodging, catering/hospitality, rentals, parking, and other miscellaneous expenses. The production expenses, concession revenues and merchandise sales were assigned to industry sectors for economic impact analysis, however, ticket sales revenues were not considered applicable because they duplicate the event production costs. Staffing for the festival included police, fire/EMT, personnel for operations/site, security, food and beverage services, production,

cleaning and box office operations. A total of 1,640 persons worked 161 days, representing 15,298 worker-days, or the annual equivalent 61.2 fulltime jobs.

Economic Impact Analysis Methods

This economic impact analysis was conducted using the *Impact Analysis for PLANning (IMPLAN)* model licensed from IMPLAN Group, LLC. (Huntersville, NC). This type of economic model accounts for the transactions between industries, governments, employees, and households to estimate economic multipliers that capture the total impact on the regional economy arising from industry supply chain spending (indirect effects) and activity generated from employee household spending (induced effects), as well as direct spending or employment in targeted industries (direct effects). Regional economic models were created for Broward County, Florida, and the Miami-Fort Lauderdale-West Palm Beach Metropolitan Statistical Area (Miami-Dade, Broward, Palm Beach Counties) using the *IMPLAN* software and 2017 data. Visitor spending, event production expenditures, and applicable gross revenues for the 2019 Tortuga Music Festival were entered into the IMPLAN economic models for economic impact analysis. A total of \$58.97 million in applicable expenditures or revenues were analyzed. Most expenditures were assumed to occur in the local area, however, event production expenditures for talent and air transportation were applied to the region average share of the services sourced locally. The software also applied margins to retail sales to net out producer values for nonlocally produced goods, with specific margins for retail stores of food and beverages (27.9%), gasoline (16.4%), general merchandise (27.3%), and clothing (45.9%).

Economic Impact Results

Economic impacts in Broward County were estimated at 1,174 full-time and part-time jobs, \$36.1 million in labor income (employee wages and benefits, proprietor income), \$56.4 million in value added (Gross Domestic Product), and \$98.0 million in industry output or business revenues (Table 2). These impacts included 732 jobs and \$63.0 million in output for visitor spending, 325 jobs and \$26.2 million output for event production expenses, and 117 jobs and \$8.8 million output for event concessions and merchandise sales. These estimates include all multiplier effects in the regional economic model.

Impacts in the Miami metro area were estimated at 1,251 full-time and part-time jobs, \$44.4 million in labor income, \$69.2 million in value added, and \$98.0 million in industry output (Table 2). These impacts included 788 jobs and \$77.0 million in output for visitor spending, 338 jobs and \$31.1 million output for event production expenses, and 125 jobs and \$11.0 million output for event concessions and merchandise sales (Figure 1).

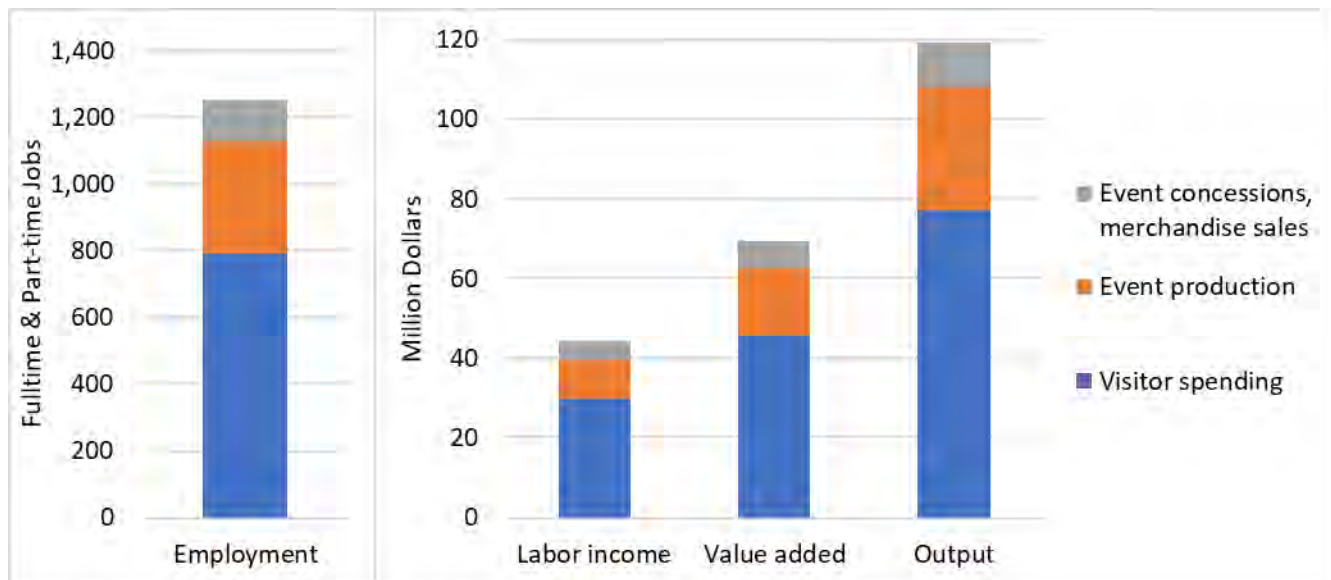
Economic impacts are generally larger for multi-county metro areas than for an individual county because of larger multipliers that reflect the greater degree of economic integration and a higher share of local sourcing of labor, goods, and services, i.e., less “leakage” of spending dollars from the local economy.

Table 2. Summary of economic impacts of the 2019 Tortuga Music Festival in Broward County and the Miami metro area

Activity	Impact Type (multiplier)	Broward County, FL				Miami metro area			
		Employment (jobs)	Labor Income (M\$)	Value Added (M\$)	Output (M\$)	Employment (jobs)	Labor Income (M\$)	Value Added (M\$)	Output (M\$)
Visitor spending	Direct Effect	454	\$11.3	\$14.7	\$25.8	434	\$11.8	\$15.2	\$25.8
	Indirect Effect	57	\$2.7	\$4.8	\$8.1	66	\$3.6	\$6.1	\$10.6
	Induced Effect	222	\$10.4	\$17.9	\$29.1	288	\$14.5	\$24.4	\$40.6
	Total Effect	732	\$24.4	\$37.4	\$63.0	788	\$29.8	\$45.8	\$77.0
Event production	Direct Effect	169	\$1.7	\$3.7	\$9.5	163	\$2.0	\$4.0	\$9.6
	Indirect Effect	77	\$2.1	\$3.4	\$6.3	72	\$2.4	\$3.9	\$7.1
	Induced Effect	79	\$3.8	\$6.4	\$10.4	104	\$5.3	\$8.8	\$14.5
	Total Effect	325	\$7.6	\$13.5	\$26.2	338	\$9.7	\$16.7	\$31.1
Event concessions and merchandise sales	Direct Effect	78	\$2.2	\$2.3	\$3.6	75	\$2.3	\$2.3	\$3.6
	Indirect Effect	5	\$0.3	\$0.5	\$0.8	6	\$0.4	\$0.6	\$1.1
	Induced Effect	34	\$1.6	\$2.7	\$4.4	44	\$2.2	\$3.8	\$6.2
	Total Effect	117	\$4.1	\$5.5	\$8.8	125	\$4.9	\$6.7	\$11.0
Total all		1,174	\$36.1	\$56.4	\$98.0	1,251	\$44.4	\$69.2	\$119.1

Values in 2019 dollars. Employment represents fulltime and part-time jobs. Note that impact measures are independent and not additive. Source: Implan models for Broward County, FL, and Miami metro area, 2017 (Implan Group, LLC).

Figure 1. Economic impacts of the 2019 Tortuga Music Festival in the Miami metro area



State-local and federal government tax revenue impacts for the 2019 Tortuga Music Festival were also evaluated in the Implan models based on prevailing taxation rates in the County and metro area. Total state-local tax impacts generated in Broward County were \$5.65 million, including \$2.66 million for sales tax and \$1.98 million in business and personal property taxes. State-local taxes generated in the Miami metro area totaled \$6.40 million, with \$2.89 million in sales tax and \$2.39 million in property taxes. Federal government taxes generated in Broward County were \$8.24 million, including \$4.11 million for Social Security (employee and employer payroll taxes) and \$2.97 million in personal income taxes. Federal government taxes generated in the metro area were \$10.07 million, with \$5.03 million for Social Security and \$3.81 million in personal income taxes.

Appendix: Investigator Qualifications and Experience

Alan W. Hodges is an economist and consultant specializing in regional economic analysis. He has 20 years' experience conducting studies on a broad range of industries and issues, including agriculture, forestry, bioenergy, health care, higher education, aerospace, tourism, and recreation. He served as Director of the Economic Impact Analysis Program at the University of Florida, Food and Resource Economics Department until retiring in 2019. His full curriculum vitae with academic publications, presentations, and teaching is available upon request. A list of his sponsored project reports and publications is available at:

<https://fred.ifas.ufl.edu/economicimpactanalysis/publications/>.

Expertise and specialization. Agricultural and natural resource economics, economic impact analysis, *IMPLAN* software for regional input-output modeling/analysis, agribusiness management, survey research, environmental horticulture, biomass/bioenergy, forestry/forest chemicals, agricultural extension education.

Education

Doctor of Philosophy, University of Florida, Agricultural and Biological Engineering, 1995

Master of Science, University of Florida, Agricultural and Biological Engineering, 1988

Bachelor of Arts, University of Chicago, Behavioral Science, 1982

Employment

University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Department:

Extension Scientist and Director of the Economic Impact Analysis Program, 2010-19 (faculty appointment 70% Extension, 30% Research); Associate Extension Scientist, 2007-10, Assistant-In/Associate-In, 2001-07, Coordinator of Economic Analysis, 1988-2001, Statistical Research Assistant, 1985-88.

Summary of career academic accomplishments (1990-2019)

Graduate students mentored	22
Undergraduate courses taught	2
Awards received	3
Publications	
Refereed journal articles	55
Book chapters and monographs	16
Conference proceedings	48
Trade magazine articles	77
Extension publications	188
Newsletter articles	26
Websites and other creative works	13
Sponsored project reports	102
Presentations at public and professional meetings	215
Media citations (2013-18)	126
Extension (EDIS) document accessions (2018)	35,187
Grants and contracts awarded	146
Grant and contract funding received (net of indirect costs)	\$3.57 million

Professional service

Green Industry Research Consortium, 1995-2019 (chair 2007-11).

Florida Chamber Foundation Council of Economists, 2017-19.



LIVE NATION
 Company Income Statement-Sum
 Current Per

UNITED STATES D
 mary Current Peri
 iod: DEC-19

ate: 09-DEC-21 13:41:00
 od & Year - Page: 1

Currency: USD

Company=1367 (TMF Holdco, LLC), Future 2=000000, Future 3=000000, Future4=0000
 0

Current Period
 PTD - Actual

Current Year
 YTD -Actual

REVENUE

Ticket Revenue	0	11,465,707.30
Facility Maintenance Fee	0	0
Parking Revenue	0	0
Parking Contra Revenue	0	0
Service Charge Revenue	0	698,862.11
Service Charge Contra Revenue	0	0
Non Recoupable Amortization Contra	0	0
Concession Revenue	0	3,229,186.54
Concession Contra Revenue	0	-1,718,933.37
Merchandise Revenue	0	344,058.93
Merchandise Contra Revenue	0	-237,456.69
Sponsorship Event Revenue	0	1,526,928.20
Presenting/Co-Promote Revenue	0	0
Sell Off Income	0	0
Rentals/Special Event Revenue	0	-195,000.00
Other Event Revenue	0	763,094.30
Sponsorship Non-Event Revenue	0	0
Box Suite Revenue	0	0
Premium/Season Ticket Revenue	0	0
Secondary Market Service Revenue	0	0
Ancillary / Other Revenue	0	0

- -----
 TOTAL REVENUE 0 15,876,447.32

VARIABLE EXPENSE

Talent Fees	0	3,929,500.00
Production Expenses	-41,846.42	4,926,556.25
Operating Expenses	0	1,587,226.55
Co-Promote Expense	1,853.27	295,321.75
Concessions - COGS	0	0
Merchandise - COGS	0	-4,506.28
Other - COGS	0	0
Insurance Expense	0	270,499.67
Advertising Expense	0	683,540.96
Variable Rent Expense	0	97,600.00
Rentals/Special Events Variable Exp	0	0

Credit Card Expense	0	0
Other Event Variable Expense	0	2,220.17
Sponsorship Expenses	0	498,816.40
Premium Seat Expense	0	0
Royalties & Commissions Expense	0	0
Other Non-Event Variable Expense	0	0
-	-----	-----
TOTAL VARIABLE EXPENSE	-39,993.15	12,286,775.47
-	-----	-----
CONTRIBUTION MARGIN	39,993.15	3,589,671.85

FIXED EXPENSE

Salary Expense	0	0
Bonus Expense	0	0
Benefit & Other Comp Expense	0	0
Rent Expense	0	0
Marketing Expense	0	0
Indirect Advertising Expense	0	0
Utility Expense	0	0

LIVE NATION UNITED STATES Date: 09-DEC-21 13:41:00
Company Income Statement-Sum mary Current Peri od & Year - Page: 2
Current Per iod: DEC-19

Currency: USD

Company=1367 (TMF Holdco, LLC), Future 2=000000, Future 3=000000, Future4=0000
0

Current Period Current Year
PTD - Actual YTD -Actual

Maintenance/Repairs Expense	0	0
Legal Fees Expense	0	0
Consultant Expense	0	0
Travel & Entertainment	0	2,866.73
Office Supplies & Postage	0	419.99
Property Tax & Ins Expense	991.19	11,894.28
Bad Debt Expense	0	0
Other Fixed Expenses	0	0
Corporate Shared Cost Charge	0	0
-	-----	-----
Subtotal Operational Fixed Costs	991.19	15,181.00
Non Cash Compensation	0	0
Acquisition Transaction Expenses	0	0
Acquisition Compensation Expense	0	0
-	-----	-----
TOTAL FIXED EXPENSE	991.19	15,181.00

Depreciation Expense	0	0
Depreciation Allocation	0	0
Amortization Expense	213,628.43	2,563,541.04
Amortization Allocation	0	0
Amort Exp-ROU Asset Finance	0	0
Gain/Loss on Disposition	0	0
-	-----	-----
Operating Income	-174,626.47	1,010,949.81
Equity in Earnings - Equity	0	0
Equity in Earnings - Cost	0	0
Interest Income	0	-29,475.88
Internal Interest Income/Expense	0	0
Interest Expense	0	0
(Gain) Loss on Extinguishment of De	0	0
Other Income & Expense	0	0
-	-----	-----
NIBT	-174,626.47	1,040,425.69
Current Tax Expense	0	0
Deferred Tax Expense	0	0
-	-----	-----
NET INCOME from Continuing Operations	-174,626.47	1,040,425.69
Discontinued Operations	0	0
-	-----	-----
NET INCOME	-174,626.47	1,040,425.69
Redeemable Equity	-52,186.36	279,203.41
Non-Controlling Interest	0	0
-	-----	-----
NET INCOME ATTRIBUTABLE TO LN	-122,440.11	761,222.28
=	=====	=====

Operating Income	-174,626.47	1,010,949.81
Non Cash Compensation	0	0
Gain/Loss on Disposition	0	0
Depreciation Expense	0	0

LIVE NATION UNITED STATES Date: 09-DEC-21 13:41:00
Company Income Statement-Sum mary Current Peri od & Year - Page: 3
Current Per iod: DEC-19

Currency: USD
Company=1367 (TMF Holdco, LLC), Future 2=000000, Future 3=000000, Future4=0000
0
Current Period Current Year
PTD - Actual YTD -Actual

Depreciation Allocation	0	0
Amortization Expense	213,628.43	2,563,541.04
Non Recoupable Amortization Contra	0	0
Amort Exp-ROU Asset Finance	0	0
Amortization Allocation	0	0
Acquisition Transaction Expenses	0	0
Acquisition Compensation Expense	0	0
-		
AOI	39,001.96	3,574,490.85
=	=====	=====

OTHER INCOME & EXPENSE

Currency Exchange (Gain) Loss	0	0
Other Expense	0	0
Other Income	0	0
Extraordinary Loss Expense	0	0
Dissolution of Consol Entity	0	0
Mark to Market Adjustment	0	0
Dissolution of Consol-Non Cons	0	0
Franchise Taxes	0	0
Non Deductible VAT	0	0
Fed/St Tax Penalty Expense	0	0
Intangible NBV Clearing	0	0

-		
Subtotal Other Income/Expense	0	0

Dividends Expense	0	0
LN Management Fee Allocation	0	0
LN Sponsorship Allocation	0	0
License Fees	0	0
LN Transfer Pricing	0	0

-		
Subtotal Internal Other Income/Expense	0	0

-		
TOTAL OTHER INCOME & EXPENSE	0	0
=	=====	=====

**V. MyFortLauderdalebeach.com
2021 Admin Report**

**Ari Glassman
rAv Communications
President**

2021 RECAP

MYFTLB.COM ADMIN REPORT

CONTRACT OVERVIEW

- Maintain Website and Social Channels
- Design, Program, Develop Maintain and Update Website
- Develop Marketing Strategies to Grow Viewers/ Users
 - \$0 Marketing Budget; OOP spend approx. \$400 monthly
- Communicate with Stakeholders to Obtain Content
- Coordinate with City PIO Content related to City / Government News
- Develop Editorial Content
- Track and Communicate Results/Impact of Work to BID, Quarterly
- Prepare & Implement Advertising Strategy
- Coordinate with Organizers of BID Funded Events
- Design / Create Branded Graphics
- Create / Distribute Monthly Consumer Emails
- Develop Strategies to Increase Consumer Email Database
- Maintain BID Business Email List
- Formulate Marketing Initiatives for all Advertising, Social Media, Blog, Social PR, APPS, Photo Sharing, Viral Opportunities to Engage Residents/ Visitors and Influencers
 - Identify CO-OP Advertising with GFLCVB, Visit Florida, Chamber and Other Entities

**WE CONTINUE
TO SEE
GROWTH
ACROSS ALL
CHANNELS
IN DIFFERENT WAYS**



2021 RECAP

WEBSITE UPDATE

WEBSITE TRAFFIC

SITE TRAFFIC

201,058 Users **Up** 51.76%

234,179 Sessions **Up** 49.77%

1.6 Sessions/User **Up** 3.06%

Bounce Rate Down, minimal

SEARCH

Organic **Up** 34%

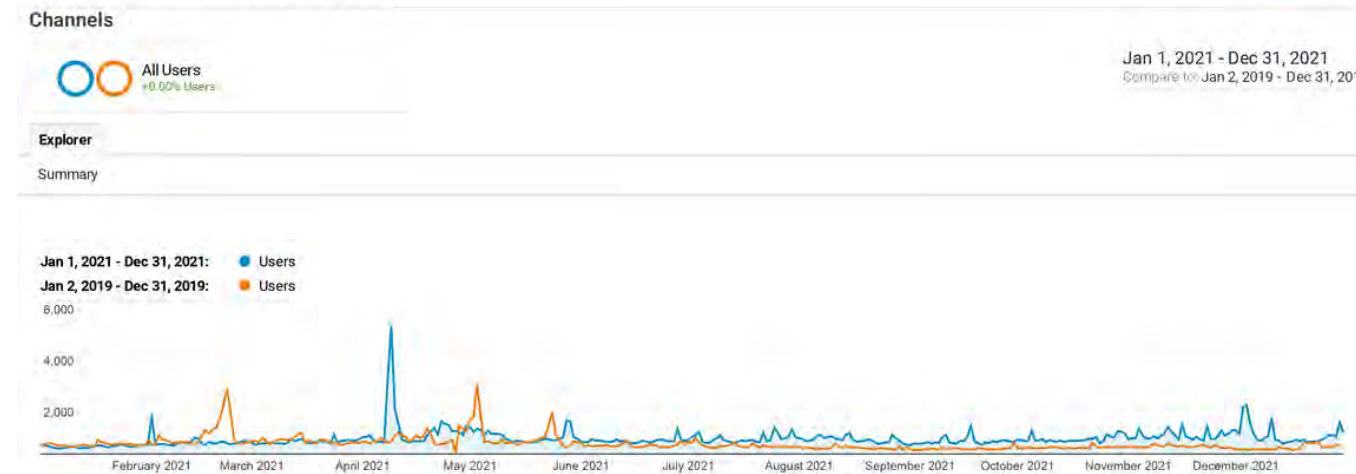
Direct **Up** 151.75%

Referral **Up** 107.55%

Social **Up** 52.69%

DEVICE

Mobile **Up** 7% to 71.09%



Default Channel Grouping	Acquisition		Behavior				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. Organic Search	51.76% 201,058 vs 132,812	53.31% 201,476 vs 130,181	49.77% 234,179 vs 130,234	0.67% 71.99% vs 71.31%	3.06% 1.6 vs 1.56	8.40% 00:00:59 vs 00:01:14	0.00% 0 vs 0	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
Jan 1, 2021 - Dec 31, 2021	141,049 (69.65%)	140,927 (70.30%)	163,787 (69.94%)	77.72%	1.58	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 2, 2019 - Dec 31, 2019	104,562 (78.18%)	102,356 (78.25%)	120,769 (71.24%)	78.41%	1.52	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	34.90%	37.68%	35.62%	-0.88%	3.98%	-3.54%	0.00%	0.00%	0.00%
2. Direct									
Jan 1, 2021 - Dec 31, 2021	42,938 (21.29%)	42,781 (21.34%)	50,768 (21.69%)	75.62%	1.67	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 2, 2019 - Dec 31, 2019	17,056 (12.79%)	17,153 (12.79%)	21,493 (11.79%)	72.68%	1.76	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	151.75%	149.41%	136.21%	4.04%	-5.40%	-28.35%	0.00%	0.00%	0.00%
3. Referral									
Jan 1, 2021 - Dec 31, 2021	11,415 (5.64%)	10,672 (5.29%)	13,070 (5.58%)	70.31%	1.81	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 2, 2019 - Dec 31, 2019	5,500 (4.11%)	5,123 (3.92%)	6,530 (3.14%)	70.09%	1.91	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	107.55%	108.32%	100.15%	0.32%	-5.12%	-28.72%	0.00%	0.00%	0.00%
4. Social									
Jan 1, 2021 - Dec 31, 2021	6,178 (3.06%)	6,044 (3.01%)	6,491 (2.77%)	82.64%	1.48	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 2, 2019 - Dec 31, 2019	4,046 (3.02%)	3,781 (2.89%)	4,371 (2.00%)	81.29%	1.44	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	52.69%	59.85%	48.50%	1.66%	3.41%	-13.04%	0.00%	0.00%	0.00%

Device Category	Users	Users
	51.39% 201,058 vs 132,812	51.39% 201,058 vs 132,812
1. mobile		
Jan 1, 2021 - Dec 31, 2021	143,583	71.09%
Jan 1, 2019 - Dec 31, 2019	85,202	64.07%
2. desktop		
Jan 1, 2021 - Dec 31, 2021	53,271	26.37%
Jan 1, 2019 - Dec 31, 2019	39,023	29.34%
3. tablet		
Jan 1, 2021 - Dec 31, 2021	5,124	2.54%
Jan 1, 2019 - Dec 31, 2019	8,761	6.59%

WEBSITE VISITOR DEMOGRAPHIC

VISITOR PROFILE

Core Audience, Women 35 - 54
Increase in 18-24

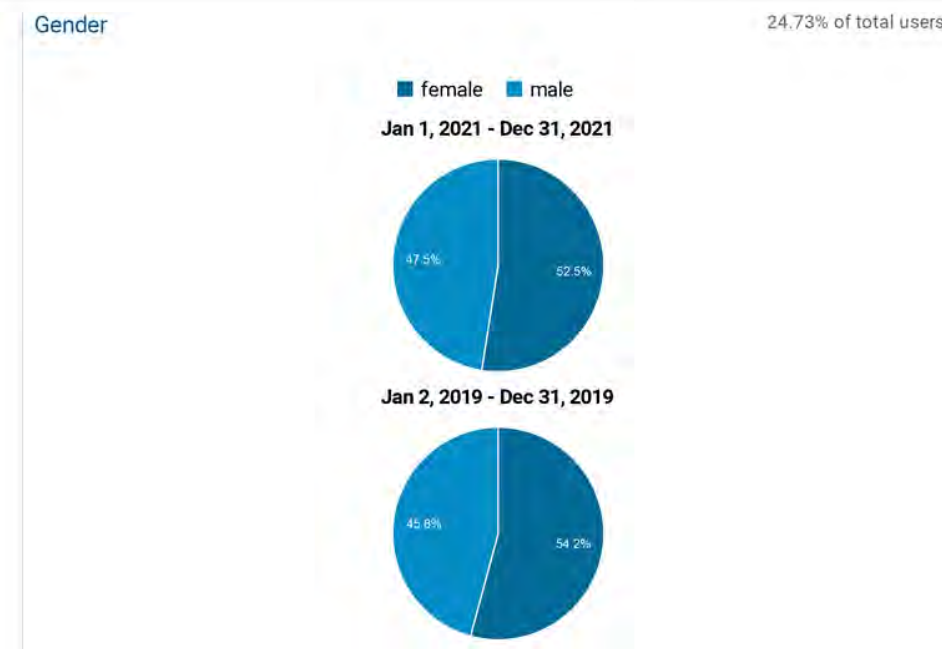
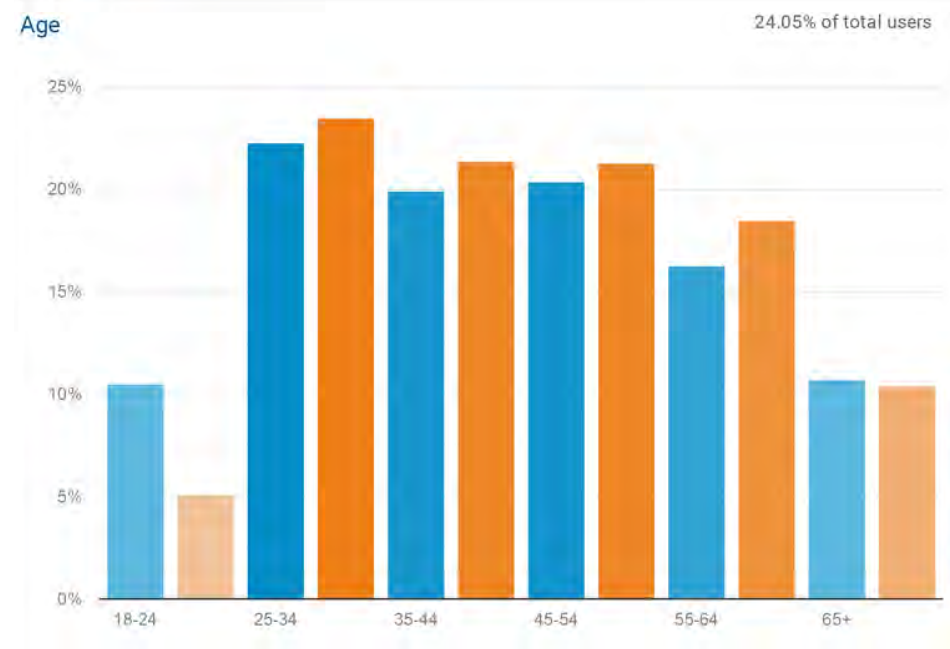
NEW REVIEW OF AFFINITY GROUPS

Demographics: Overview

○ All Users
○ +0.00% Users

Jan 1, 2021 - Dec 31, 2021
 Compare to: Jan 2, 2019 - Dec 31, 2019

Key Metric:



Analytics My Fort Lauderdale Beach All Web Site Data

Interests: Overview

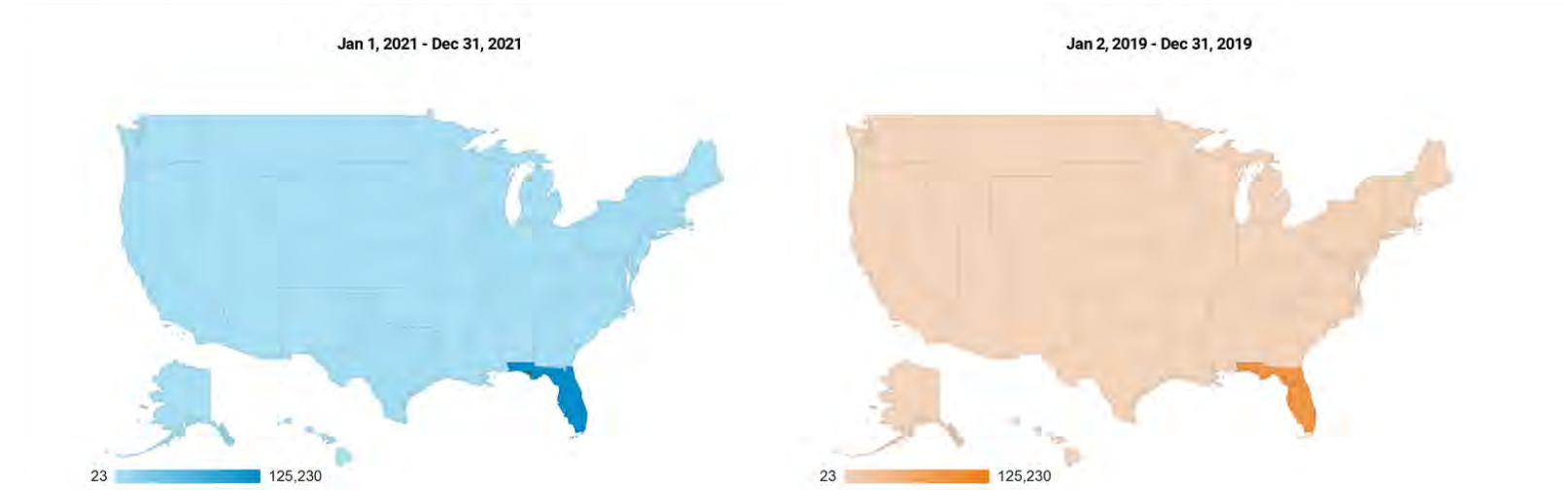
○ All Users
○ 100.00% Users

Key Metric:

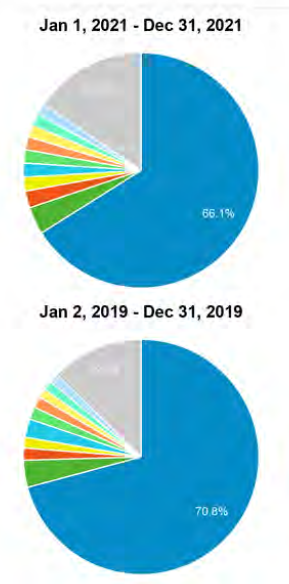


WEBSITE VISITOR GEOGRAPHIC

Country	Acquisition		Behavior				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	51.39% 201,058 vs 132,812	52.95% 200,476 vs 131,076	49.39% 234,179 vs 156,752	0.67% 76.99% vs 77.51%	3.07% 1.61 vs 1.56	8.39% 00:00:59 vs 00:01:04	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. United States									
Jan 1, 2021 - Dec 31, 2021	187,267 (93.18%)	186,862 (93.21%)	218,415 (93.27%)	76.91%	1.62	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	123,499 (92.65%)	121,442 (92.05%)	145,873 (93.06%)	77.62%	1.55	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	51.63%	53.87%	49.73%	-0.92%	4.40%	-4.86%	0.00%	0.00%	0.00%
2. Canada									
Jan 1, 2021 - Dec 31, 2021	1,840 (0.92%)	1,821 (0.91%)	2,046 (0.87%)	74.14%	1.67	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	2,942 (2.21%)	2,883 (2.20%)	3,278 (2.09%)	73.34%	1.81	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-37.46%	-36.84%	-37.58%	1.10%	-7.73%	-41.29%	0.00%	0.00%	0.00%
3. (not set)									
Jan 1, 2021 - Dec 31, 2021	984 (0.49%)	984 (0.49%)	1,016 (0.43%)	92.81%	1.11	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	312 (0.23%)	310 (0.24%)	347 (0.22%)	88.18%	1.34	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	215.38%	217.42%	192.80%	5.25%	-17.40%	-88.09%	0.00%	0.00%	0.00%
4. United Kingdom									
Jan 1, 2021 - Dec 31, 2021	678 (0.34%)	672 (0.34%)	802 (0.34%)	76.56%	1.62	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	1,010 (0.76%)	990 (0.76%)	1,153 (0.74%)	74.67%	1.74	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-32.87%	-32.12%	-30.44%	2.52%	-6.92%	-36.74%	0.00%	0.00%	0.00%
5. Germany									
Jan 1, 2021 - Dec 31, 2021	520 (0.26%)	517 (0.26%)	591 (0.25%)	77.16%	1.60	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	531 (0.40%)	526 (0.40%)	583 (0.37%)	74.61%	1.81	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-2.07%	-1.71%	1.37%	3.41%	-11.53%	-46.84%	0.00%	0.00%	0.00%



Region	Users	Users	Contribution to total: Users
	52.00% 187,267 vs 123,198	52.00% 187,267 vs 123,198	
1. Florida			
Jan 1, 2021 - Dec 31, 2021	125,230	66.07%	
Jan 2, 2019 - Dec 31, 2019	88,023	70.83%	
2. New York			
Jan 1, 2021 - Dec 31, 2021	7,153	3.77%	
Jan 2, 2019 - Dec 31, 2019	4,621	3.72%	
3. Texas			
Jan 1, 2021 - Dec 31, 2021	4,399	2.32%	
Jan 2, 2019 - Dec 31, 2019	2,065	1.66%	
4. Illinois			
Jan 1, 2021 - Dec 31, 2021	3,637	1.92%	
Jan 2, 2019 - Dec 31, 2019	1,833	1.48%	
5. Georgia			
Jan 1, 2021 - Dec 31, 2021	3,628	1.91%	
Jan 2, 2019 - Dec 31, 2019	3,149	2.53%	
6. Pennsylvania			
Jan 1, 2021 - Dec 31, 2021	3,490	1.84%	
Jan 2, 2019 - Dec 31, 2019	2,126	1.71%	
7. California			
Jan 1, 2021 - Dec 31, 2021	3,335	1.76%	
Jan 2, 2019 - Dec 31, 2019	1,906	1.53%	
8. Ohio			
Jan 1, 2021 - Dec 31, 2021	3,224	1.70%	
Jan 2, 2019 - Dec 31, 2019	1,557	1.25%	
9. Virginia			
Jan 1, 2021 - Dec 31, 2021	3,084	1.63%	
Jan 2, 2019 - Dec 31, 2019	1,612	1.30%	
10. North Carolina			
Jan 1, 2021 - Dec 31, 2021	2,929	1.55%	
Jan 2, 2019 - Dec 31, 2019	1,649	1.33%	



WEBSITE ORGANIC SEARCH RANKINGS

Fort Lauderdale Beach #2
 Fort Lauderdale Beach Park #1
 Fort Lauderdale Beach Events #1
 Fort Lauderdale Beach Parking #2
 Fort Lauderdale Events #6
 Fort Lauderdale Beach Music #4

Pet Friendly Fort Lauderdale Beach #3
 Fort Lauderdale Beach Pets #3
 • Bring Fido #1; Sunny.org #2
 Fort Lauderdale Beach Restaurants #4
 Getting Around FT.L.B. #3
 Fort Lauderdale Beach Fitness #1
 Fort Lauderdale Beach Yoga #1
 Fort Lauderdale Beach Watersports #4

#2 in '19 | Sunny.org #1
 #1 in '19 | FTL.gov #2
 #1 in '19 | Sunny.org #2
 #2 in '19 | FTL.gov #2
 #8 in 2019 [Page 1]
 #6+7 in '19 | Sunny.org #1
 Weekend Broward #2
 Tortuga #3

4 ADS
 NO ADS FOR SEARCH

TA #1; Yelp #2; Sunny.org #3
 USA News #1; Sunny.org #2
 Sunny.org #2
 Sunny.org #2
 Sunny.org #1; TA #3



WEBSITE REFERRAL ACQUISITION

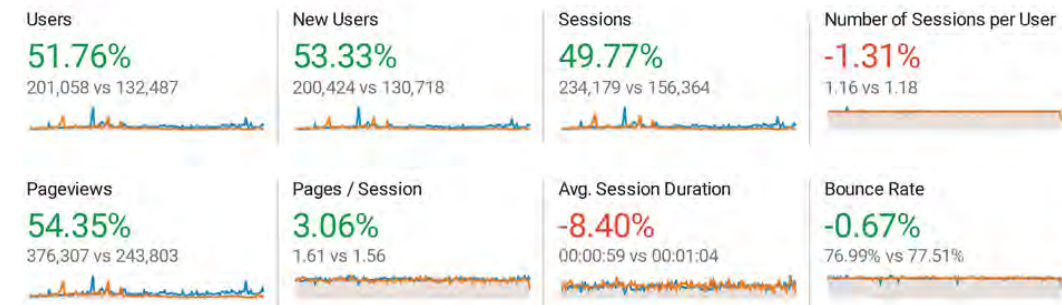
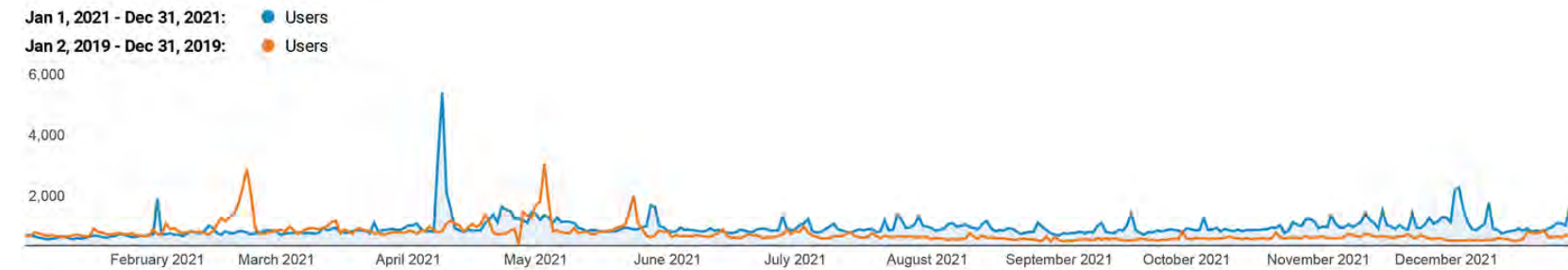
Analytics My Fort Lauderdale Beach All Web Site Data

Audience Overview

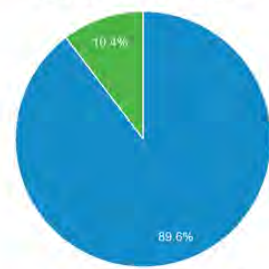
All Users +0.00% Users

Jan 1, 2021 - Dec 31, 2021
Compare to: Jan 2, 2019 - Dec 31, 2019

Overview

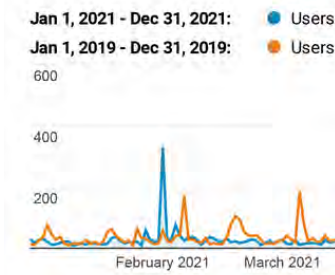


New Visitor Returning Visitor
Jan 1, 2021 - Dec 31, 2021



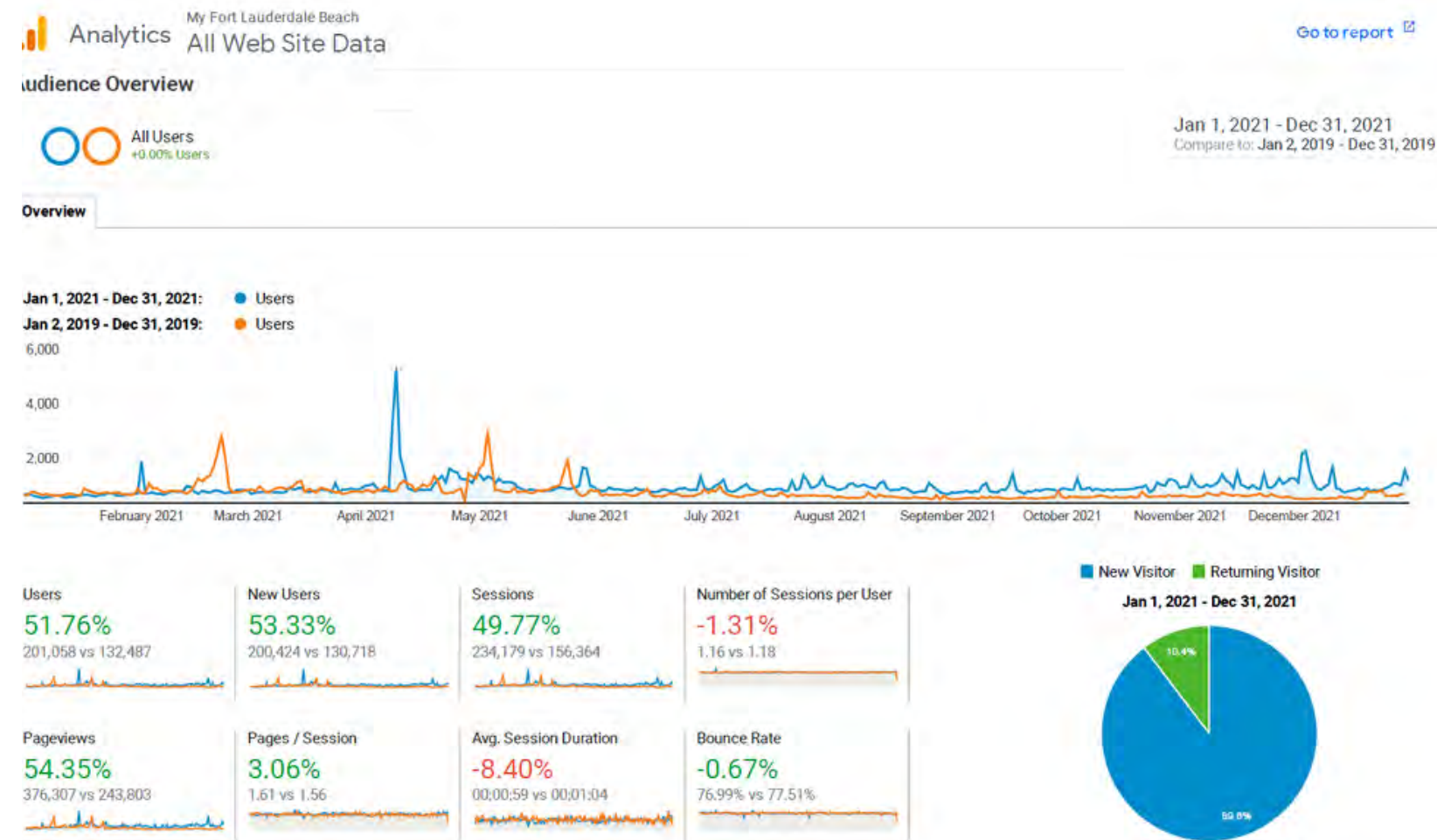
2020 USERS: 70,998
NEW USERS: 70,548
SESSIONS: 81,745
PAGE VIEWS: 125,939

MYFORTLAUDERDALEBEACH.COM
2021 | Report



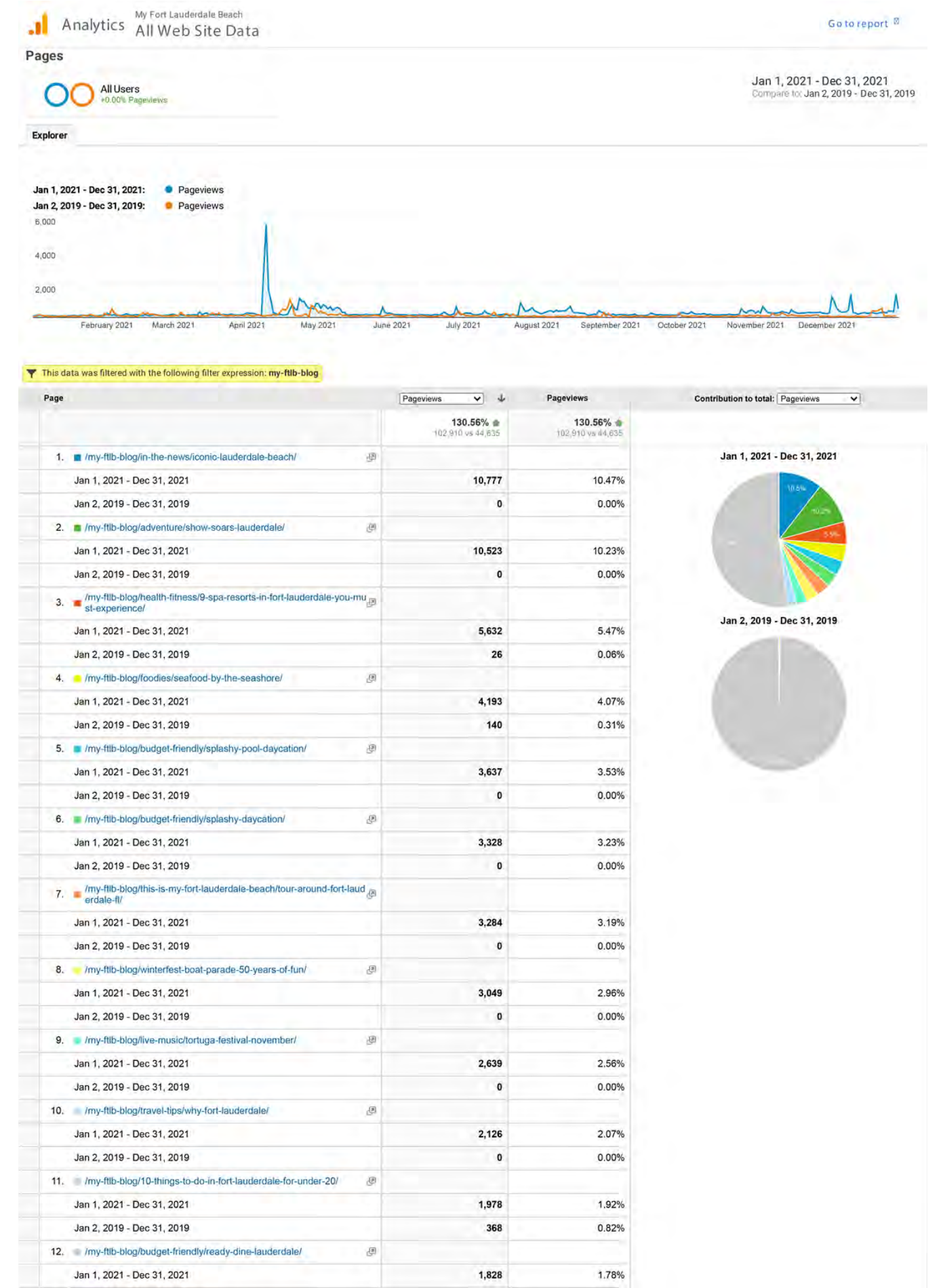
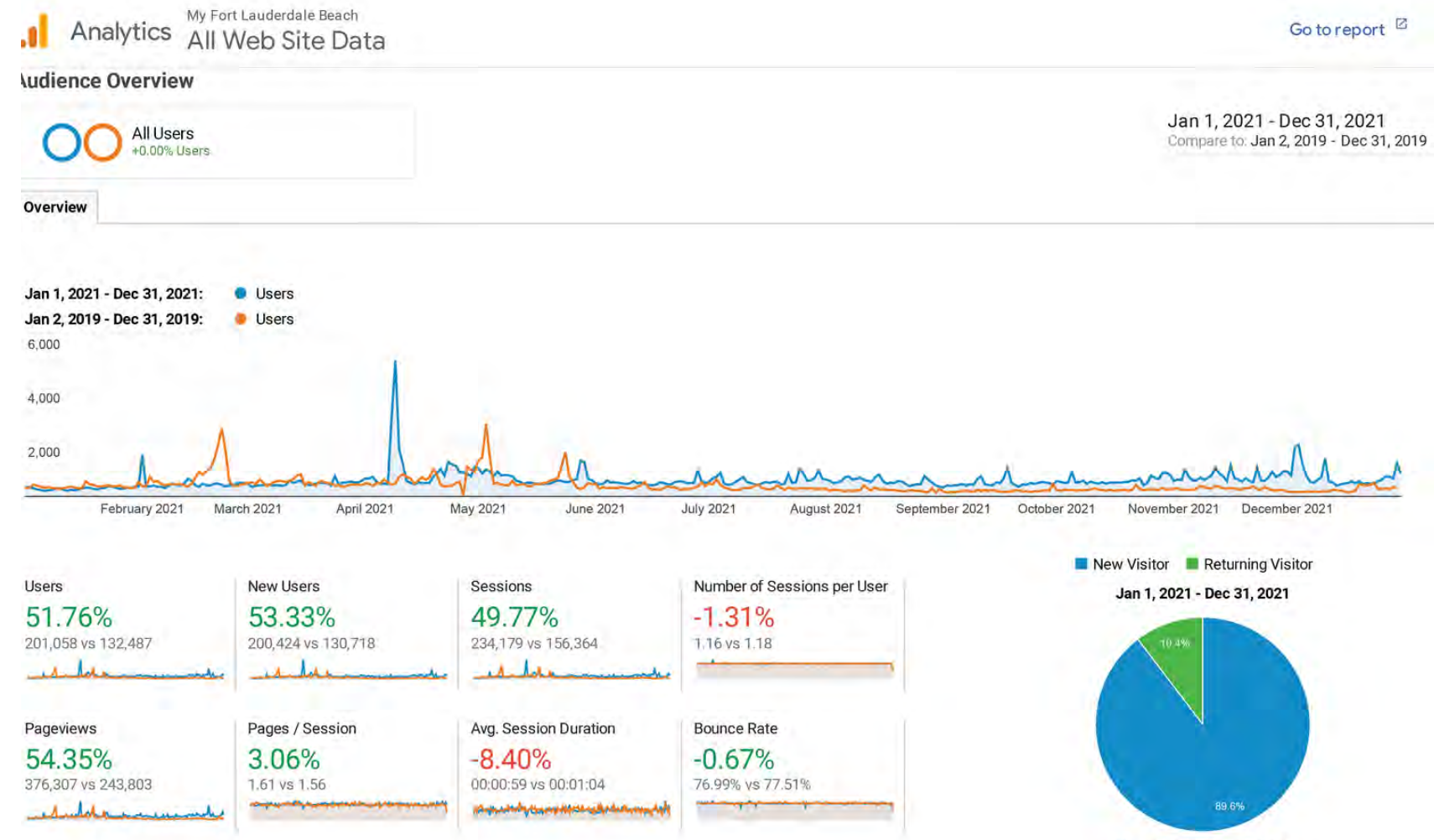
Source	Total Users	1. m.facebook.com	2. tortugamusicfestival.com	3. newsbreakapp.com	4. sunny.org	5. news.google.com
1. m.facebook.com	4,211	4,211	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	4,211	4,211	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	2,424	2,424	0	0	0	0
% Change	73.72%	73.72%	0.00%	0.00%	0.00%	0.00%
2. tortugamusicfestival.com	3,340	0	3,340	0	0	0
Jan 1, 2021 - Dec 31, 2021	3,340	0	3,340	0	0	0
Jan 1, 2019 - Dec 31, 2019	1,558	0	1,558	0	0	0
% Change	114.38%	0.00%	114.38%	0.00%	0.00%	0.00%
3. newsbreakapp.com	1,981	0	0	1,981	0	0
Jan 1, 2021 - Dec 31, 2021	1,981	0	0	1,981	0	0
Jan 1, 2019 - Dec 31, 2019	1	0	0	1	0	0
% Change	198,000.00%	0.00%	0.00%	198,000.00%	0.00%	0.00%
4. sunny.org	983	0	0	0	983	0
Jan 1, 2021 - Dec 31, 2021	983	0	0	0	983	0
Jan 1, 2019 - Dec 31, 2019	550	0	0	0	550	0
% Change	78.73%	0.00%	0.00%	0.00%	78.73%	0.00%
5. news.google.com	810	0	0	0	0	810
Jan 1, 2021 - Dec 31, 2021	810	0	0	0	0	810
Jan 1, 2019 - Dec 31, 2019	823	0	0	0	0	823
% Change	-1.58%	0.00%	0.00%	0.00%	0.00%	-1.58%
6. facebook.com	646	0	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	646	0	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	407	0	0	0	0	0
% Change	58.72%	0.00%	0.00%	0.00%	0.00%	0.00%
7. audacybeachfestival.com	609	0	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	609	0	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
8. l.facebook.com	587	0	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	587	0	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	514	0	0	0	0	0
% Change	14.20%	0.00%	0.00%	0.00%	0.00%	0.00%
9. onlyinyourstate.com	442	0	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	442	0	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
10. www.onlyinyourstate-com.cdn.ampproject.org	416	0	0	0	0	0
Jan 1, 2021 - Dec 31, 2021	416	0	0	0	0	0
Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0

WEBSITE REFERRAL AQUISITION



11.	bottraffic057.xyz	July 22, 2021					
	Jan 1, 2021 - Dec 31, 2021	356	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
	% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
12.	googleapis.com	April 9, 2021					
	Jan 1, 2021 - Dec 31, 2021	332	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	76	0	0	0	0	0
	% Change	336.84%	0.00%	0.00%	0.00%	0.00%	0.00%
13.	trafficbot.life	Feb 22, 2021					
	Jan 1, 2021 - Dec 31, 2021	298	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
	% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
f	14. lm.facebook.com						
	Jan 1, 2021 - Dec 31, 2021	237	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	275	0	0	0	0	0
	% Change	-13.82%	0.00%	0.00%	0.00%	0.00%	0.00%
Pr	15. fortlauderdaleonthecheap.com						
	Jan 1, 2021 - Dec 31, 2021	174	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
	% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
Twitter	16. t.co						
	Jan 1, 2021 - Dec 31, 2021	165	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	59	0	0	0	0	0
	% Change	179.66%	0.00%	0.00%	0.00%	0.00%	0.00%
Instagram	17. linktr.ee						
	Jan 1, 2021 - Dec 31, 2021	141	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	27	0	0	0	0	0
	% Change	422.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Matador	18. matadornetwork.com						
	Jan 1, 2021 - Dec 31, 2021	138	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
	% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%
Yelp	19. m.yelp.com						
	Jan 1, 2021 - Dec 31, 2021	131	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	162	0	0	0	0	0
	% Change	-19.14%	0.00%	0.00%	0.00%	0.00%	0.00%
Pinterest	20. pinterest.com						
	Jan 1, 2021 - Dec 31, 2021	102	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	37	0	0	0	0	0
	% Change	175.68%	0.00%	0.00%	0.00%	0.00%	0.00%
Pr	21. sun-sentinel.com						
	Jan 1, 2021 - Dec 31, 2021	92	0	0	0	0	0
	Jan 1, 2019 - Dec 31, 2019	0	0	0	0	0	0
	% Change	∞%	0.00%	0.00%	0.00%	0.00%	0.00%

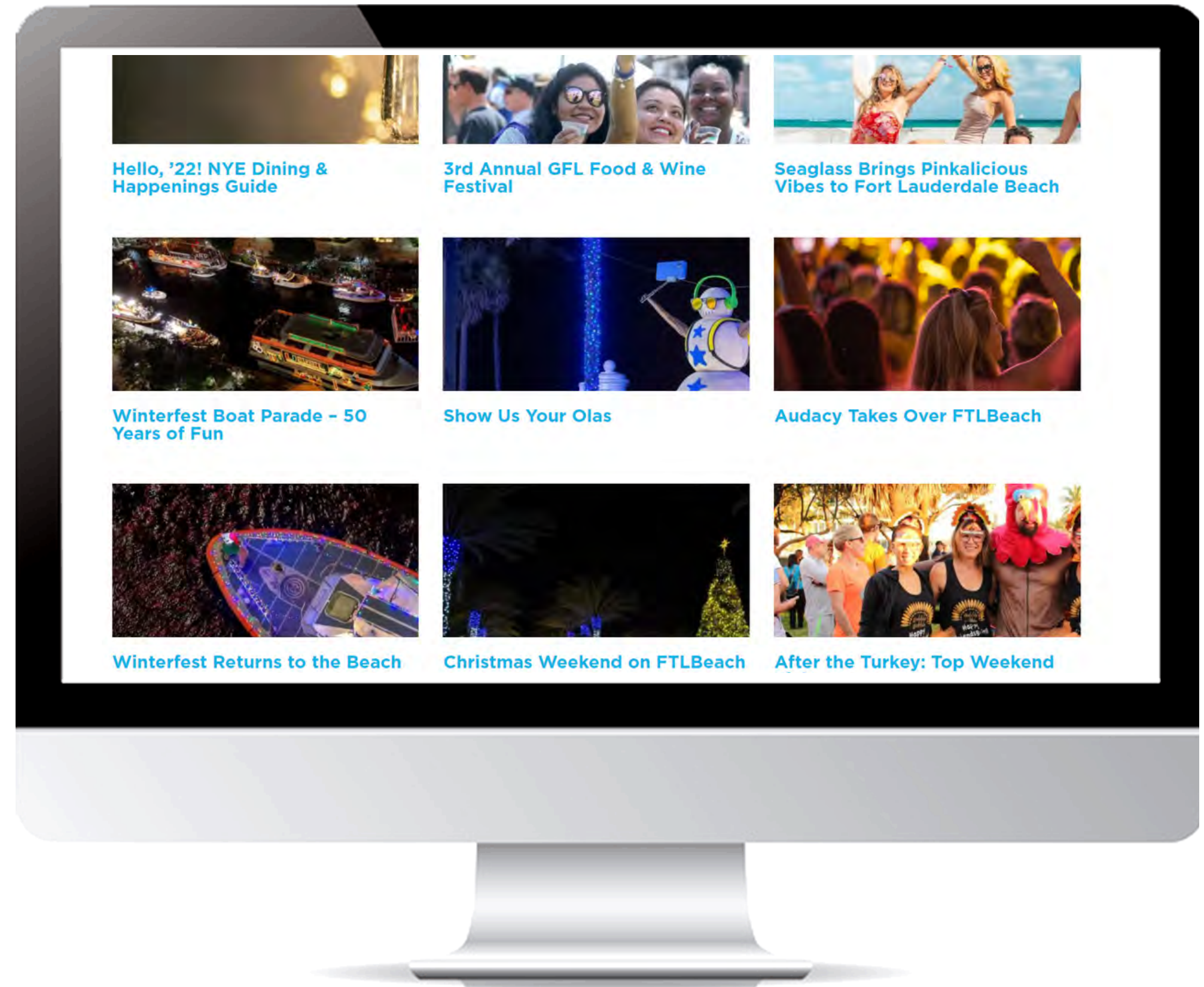
WEBSITE ORGANIC - BLOG TRAFFIC



WEBSITE BLOG PAGE VIEWS

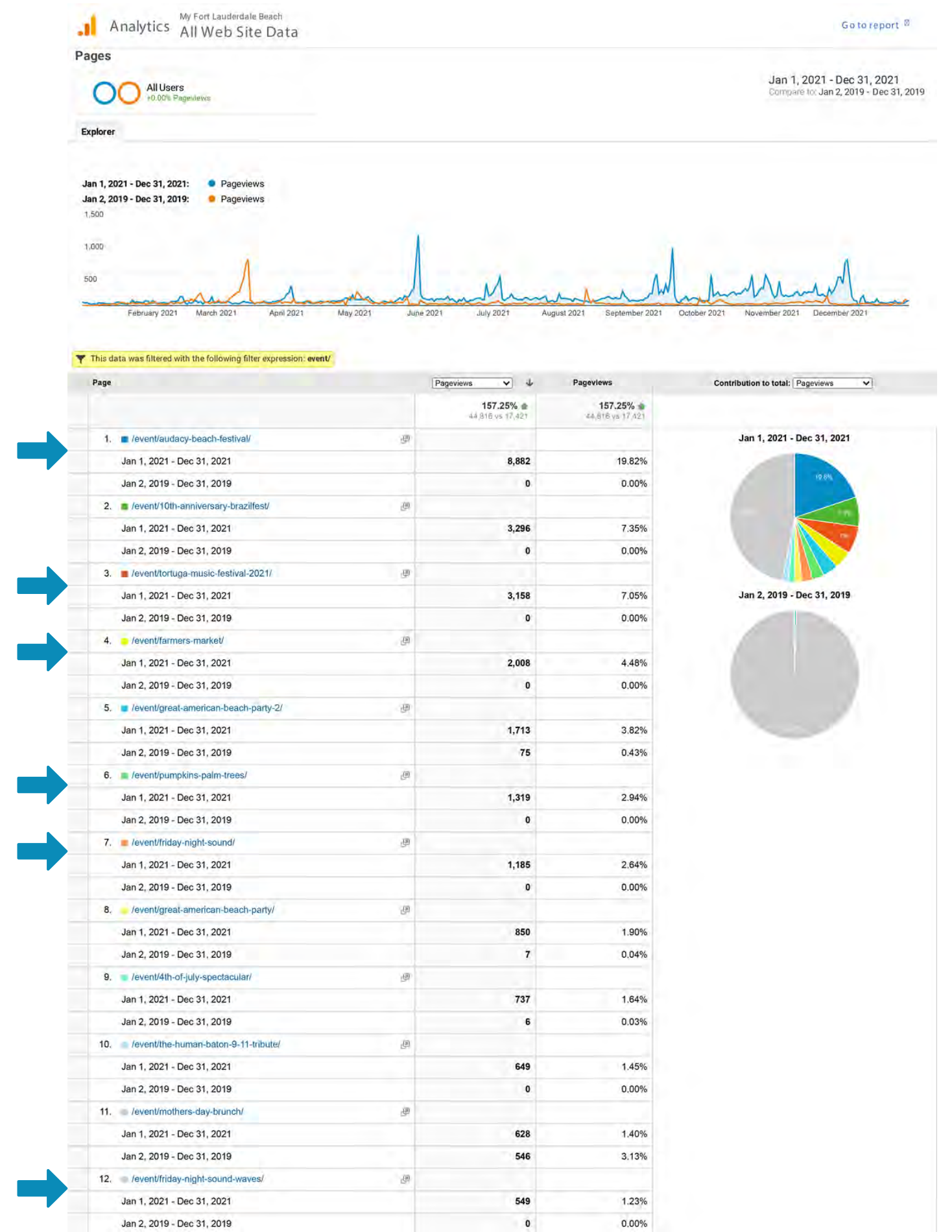
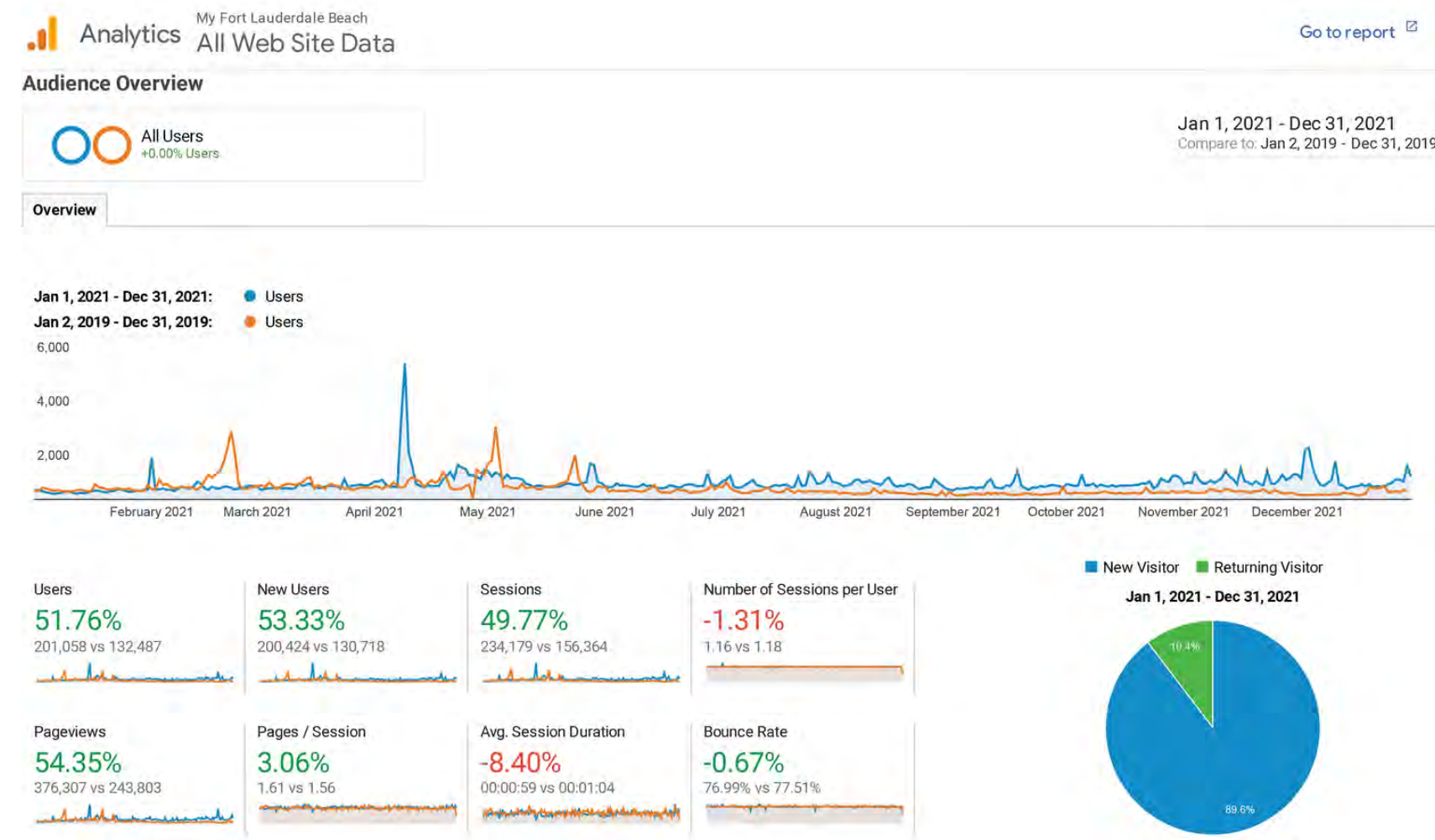
65 New Blog Posts
102,910 Page Views
27% Website Traffic

Up 130% from 2019

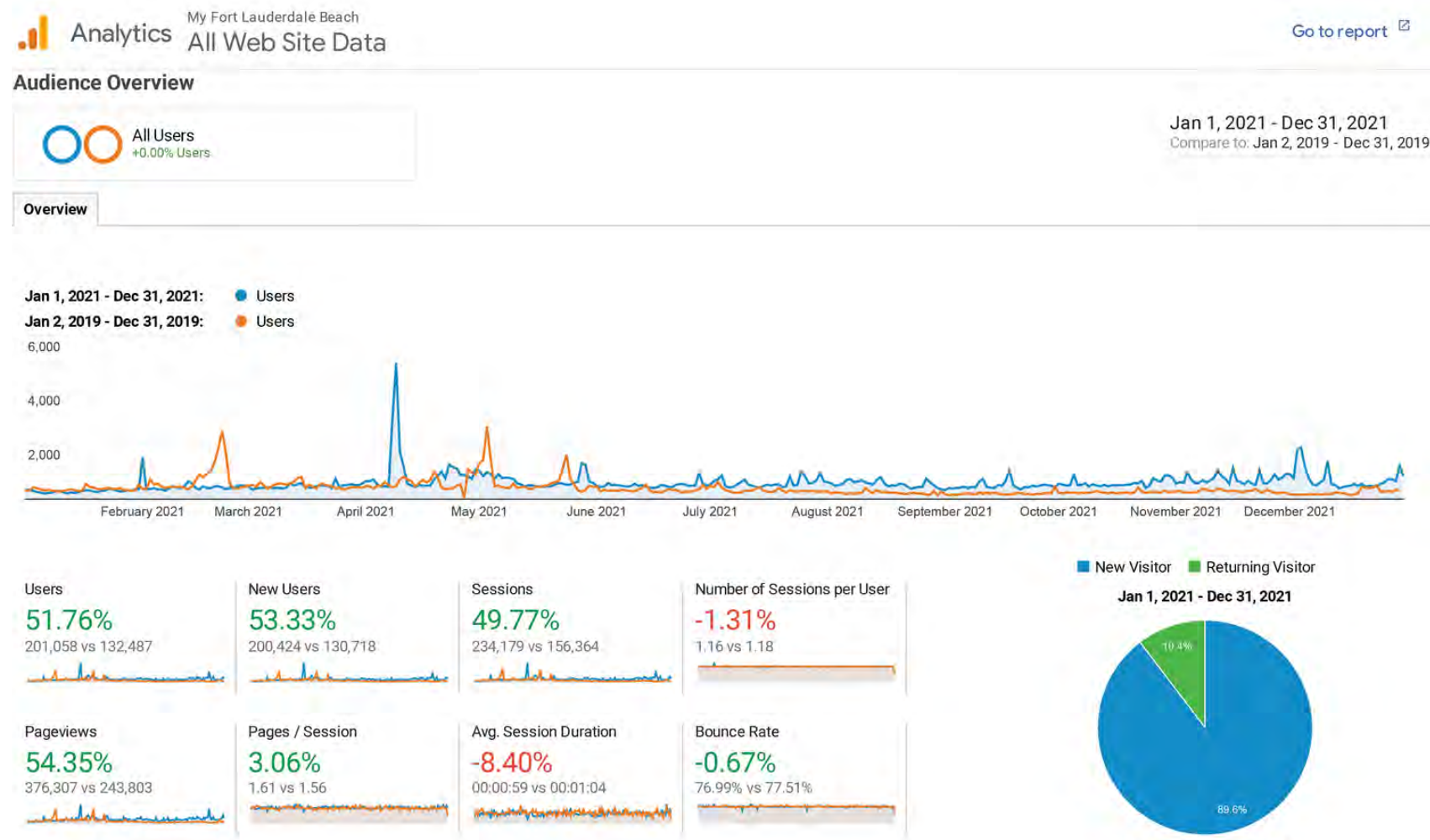


WEBSITE ORGANIC - EVENT TRAFFIC

23 of Top 50 Events are BID Funded

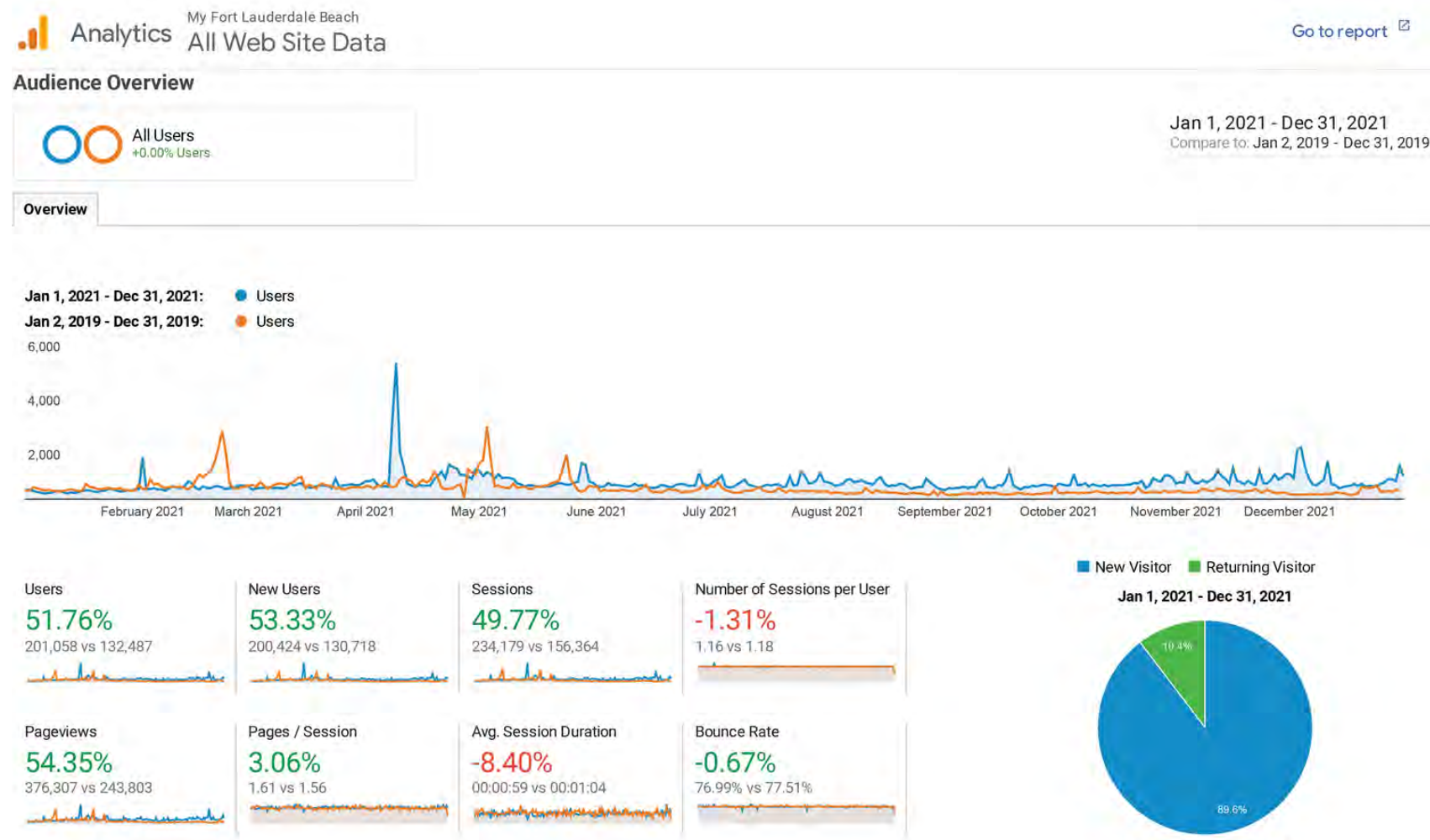


WEBSITE ORGANIC - EVENT TRAFFIC



13.	/event/movies-by-moonlight/	Jan 1, 2021 - Dec 31, 2021	519	1.16%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
14.	/event/alex-fox-live/	Jan 1, 2021 - Dec 31, 2021	497	1.11%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
15.	/event/water-holiday-lights-tours/	Jan 1, 2021 - Dec 31, 2021	463	1.03%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
16.	/event/4th-of-july-spectacular-2/	Jan 1, 2021 - Dec 31, 2021	459	1.02%
		Jan 2, 2019 - Dec 31, 2019	14	0.08%
17.	/event/alex-fox-live/?instance_id=21358	Jan 1, 2021 - Dec 31, 2021	420	0.94%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
18.	/event/love-is-in-the-air/	Jan 1, 2021 - Dec 31, 2021	336	0.75%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
19.	/event/fort-lauderdale-beach-sweep/	Jan 1, 2021 - Dec 31, 2021	328	0.73%
		Jan 2, 2019 - Dec 31, 2019	40	0.23%
20.	/event/spring-thing-eggstravaganza/	Jan 1, 2021 - Dec 31, 2021	326	0.73%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
21.	/event/83rd-annual-easter-sunrise-service/	Jan 1, 2021 - Dec 31, 2021	317	0.71%
		Jan 2, 2019 - Dec 31, 2019	5	0.03%
22.	/event/pride-festival/?instance_id=30229	Jan 1, 2021 - Dec 31, 2021	308	0.69%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
23.	/event/full-moon-drum-circle/	Jan 1, 2021 - Dec 31, 2021	291	0.65%
		Jan 2, 2019 - Dec 31, 2019	455	2.61%
24.	/event/fireworks-flurries/	Jan 1, 2021 - Dec 31, 2021	282	0.63%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
25.	/event/4th-of-july-spectacular-5/	Jan 1, 2021 - Dec 31, 2021	262	0.58%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
26.	/event/fort-lauderdale-concours/	Jan 1, 2021 - Dec 31, 2021	249	0.56%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
27.	/event/movies-by-moonlight-2/	Jan 1, 2021 - Dec 31, 2021	233	0.52%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
28.	/event/full-moon-picnic/	Jan 1, 2021 - Dec 31, 2021	216	0.48%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
29.	/event/movies-by-moonlight/?instance_id=28251	Jan 1, 2021 - Dec 31, 2021	213	0.48%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
30.	/event/pride-parade/	Jan 1, 2021 - Dec 31, 2021	211	0.47%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%

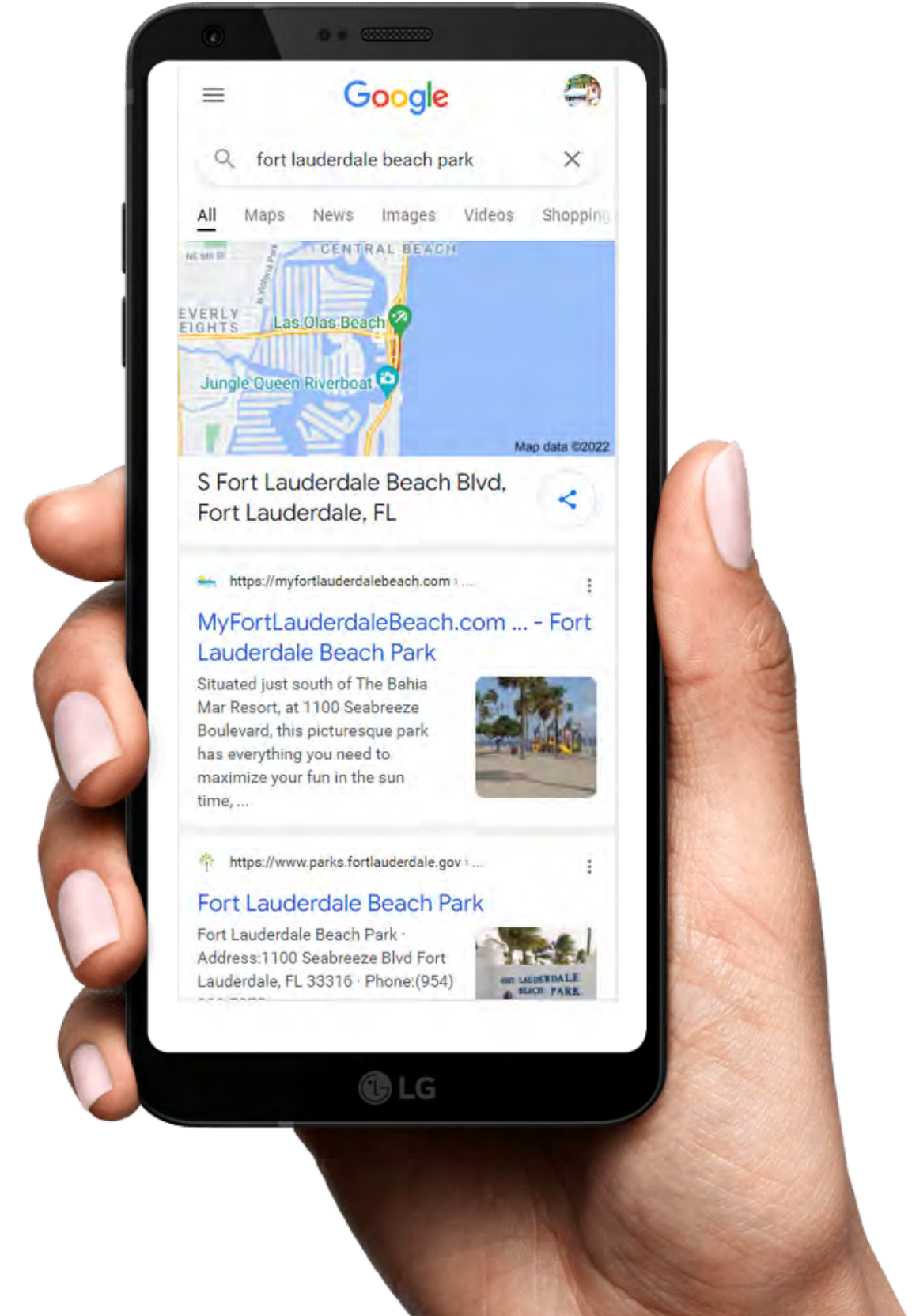
WEBSITE ORGANIC - EVENT TRAFFIC



32.	/event/american-dance-sport-festival/	Jan 1, 2021 - Dec 31, 2021	192	0.43%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
33.	/event/fort-lauderdale-concours/?instance_id=28084	Jan 1, 2021 - Dec 31, 2021	186	0.42%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
34.	/event/rooftop-community-lauderdale/	Jan 1, 2021 - Dec 31, 2021	176	0.39%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
35.	/event/fort-lauderdale-air-show/	Jan 1, 2021 - Dec 31, 2021	171	0.38%
		Jan 2, 2019 - Dec 31, 2019	210	1.21%
36.	/event/yogafest/	Jan 1, 2021 - Dec 31, 2021	161	0.36%
		Jan 2, 2019 - Dec 31, 2019	221	1.27%
37.	/event/fireworks-flurries/?instance_id=28108	Jan 1, 2021 - Dec 31, 2021	151	0.34%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
38.	/event/light-up-the-beach/?instance_id=30483	Jan 1, 2021 - Dec 31, 2021	149	0.33%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
39.	/event/dining-in-the-dark/	Jan 1, 2021 - Dec 31, 2021	146	0.33%
		Jan 2, 2019 - Dec 31, 2019	23	0.13%
40.	/event/flock-fest-beach-party/	Jan 1, 2021 - Dec 31, 2021	146	0.33%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
41.	/event/painting-with-a-twist/	Jan 1, 2021 - Dec 31, 2021	143	0.32%
		Jan 2, 2019 - Dec 31, 2019	38	0.22%
42.	/event/pumpkins-palm-trees/thelooptfb.com	Jan 1, 2021 - Dec 31, 2021	142	0.32%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
43.	/event/fur-love-fest/	Jan 1, 2021 - Dec 31, 2021	135	0.30%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
44.	/event/winterfest-boat-parade-viewing-party/	Jan 1, 2021 - Dec 31, 2021	135	0.30%
		Jan 2, 2019 - Dec 31, 2019	43	0.25%
45.	/event/peter-mayer-stars-promises-tour/?instance_id=30398	Jan 1, 2021 - Dec 31, 2021	127	0.28%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
46.	/event/seascycle/	Jan 1, 2021 - Dec 31, 2021	123	0.27%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
47.	/event/the-human-baton-9-11-tribute/?instance_id=30293	Jan 1, 2021 - Dec 31, 2021	123	0.27%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
48.	/event/seascycle/	Jan 1, 2021 - Dec 31, 2021	120	0.27%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%
49.	/event/sos-ocean-conservation-day/?instance_id=28109	Jan 1, 2021 - Dec 31, 2021	120	0.27%
		Jan 2, 2019 - Dec 31, 2019	0	0.00%

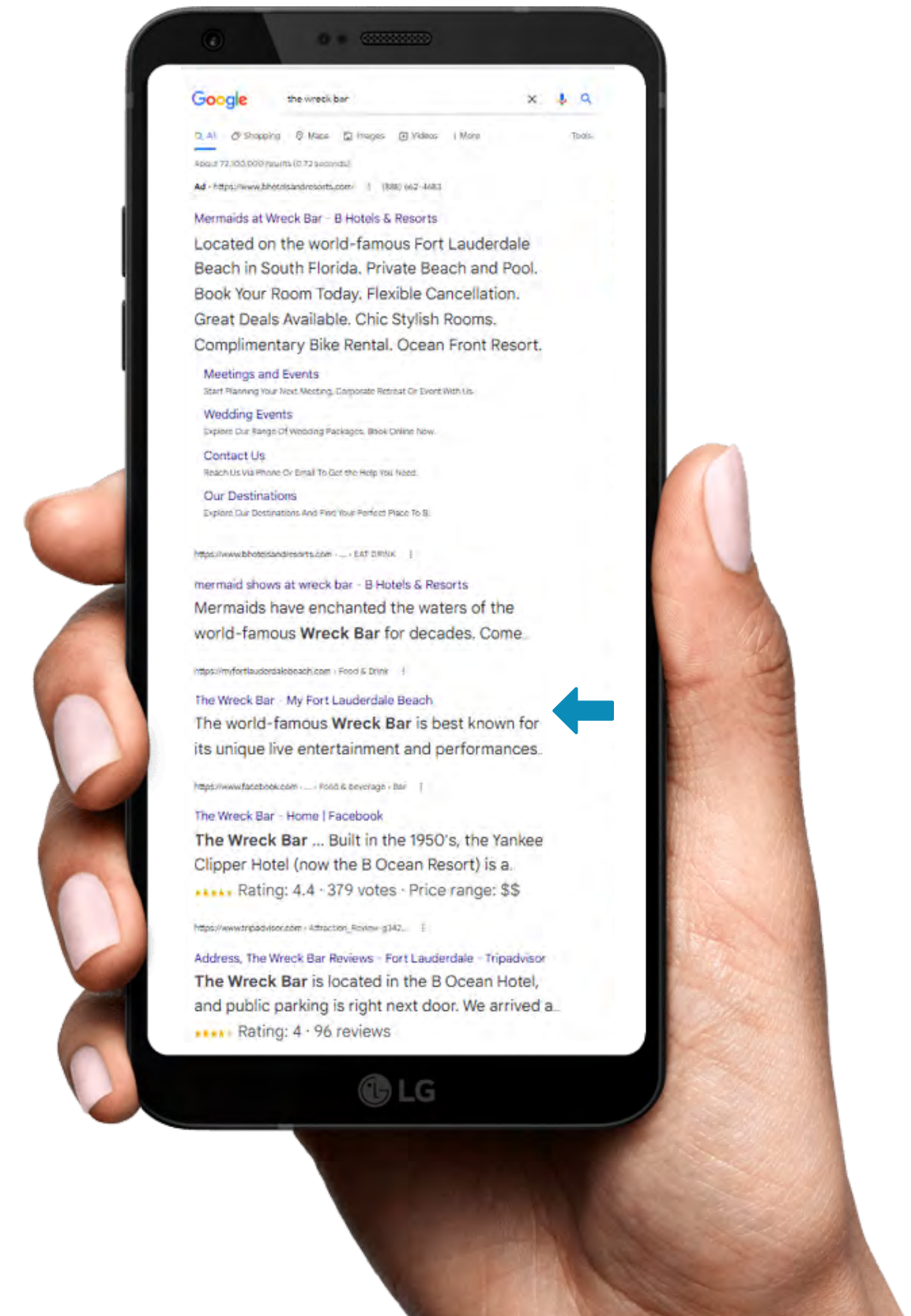
WEBSITE ENTER - BOUNCE - EXIT

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	376,307 % of Total: 100.00% (376,307)	307,348 % of Total: 100.00% (307,348)	00:01:37 Avg for View: 00:01:37 (0.00%)	234,174 % of Total: 100.00% (234,174)	76.99% Avg for View: 76.99% (0.00%)	62.23% Avg for View: 62.23% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	31,243 (8.30%)	23,078 (7.51%)	00:00:47	21,208 (9.06%)	49.62%	48.75%	\$0.00 (0.00%)
2. /things-to-do/fort-lauderdale-beach-park/	16,814 (4.47%)	13,921 (4.53%)	00:01:39	13,531 (5.78%)	69.72%	68.15%	\$0.00 (0.00%)
3. /about-my-fort-lauderdale-beach/getting-around-fort-lauderdale-beach/	14,277 (3.79%)	10,842 (3.53%)	00:01:45	6,132 (2.62%)	77.28%	56.63%	\$0.00 (0.00%)
4. /things-to-do/	14,195 (3.77%)	8,428 (2.74%)	00:00:55	1,321 (0.56%)	64.50%	21.26%	\$0.00 (0.00%)
5. /food-drink/	12,675 (3.37%)	6,925 (2.25%)	00:00:56	1,573 (0.67%)	56.83%	22.66%	\$0.00 (0.00%)
6. /things-to-do/the-free-ride/	12,070 (3.21%)	10,270 (3.34%)	00:03:22	9,603 (4.10%)	82.51%	77.89%	\$0.00 (0.00%)
7. /my-ftlb-blog/in-the-news/iconic-lauderdale-beach/	10,777 (2.86%)	8,429 (2.74%)	00:01:10	8,403 (3.59%)	80.67%	76.78%	\$0.00 (0.00%)
8. /my-ftlb-blog/adventure/show-soars-lauderdale/	10,523 (2.80%)	9,361 (3.05%)	00:02:01	9,277 (3.96%)	89.65%	87.57%	\$0.00 (0.00%)
9. /fort-lauderdale-beach-events/	9,738 (2.59%)	7,663 (2.49%)	00:01:37	4,585 (1.96%)	70.19%	50.61%	\$0.00 (0.00%)
10. /event/audacity-beach-festival/	8,882 (2.36%)	7,908 (2.57%)	00:04:41	7,877 (3.36%)	88.37%	87.37%	\$0.00 (0.00%)
11. /things-to-do/broward-b-cycle-bike-rentals/	7,473 (1.99%)	6,484 (2.11%)	00:03:01	6,224 (2.66%)	83.35%	80.48%	\$0.00 (0.00%)
12. /food-drink/the-wreck-bar/	7,158 (1.90%)	6,149 (2.00%)	00:02:25	5,910 (2.52%)	76.43%	73.99%	\$0.00 (0.00%)
13. /things-to-do/galleria-mall/	6,656 (1.77%)	5,822 (1.89%)	00:02:09	5,593 (2.39%)	83.82%	81.48%	\$0.00 (0.00%)
14. /my-ftlb-blog/health-fitness/9-spa-resorts-in-fort-lauderdale-you-must-experience/	5,632 (1.50%)	4,461 (1.45%)	00:01:37	4,328 (1.85%)	60.21%	55.29%	\$0.00 (0.00%)
15. /places-to-stay/	5,244 (1.39%)	3,073 (1.00%)	00:00:48	354 (0.15%)	64.41%	19.13%	\$0.00 (0.00%)
16. /things-to-do/beach-yoga/	4,349 (1.16%)	3,800 (1.24%)	00:03:11	3,534 (1.51%)	84.30%	79.17%	\$0.00 (0.00%)
17. /my-ftlb-blog/foodies/seafood-by-the-seashore/	4,193 (1.11%)	3,697 (1.20%)	00:01:42	3,630 (1.55%)	85.67%	83.57%	\$0.00 (0.00%)
18. /my-ftlb-blog/budget-friendly/splashy-pool-daycation/	3,637 (0.97%)	2,901 (0.94%)	00:03:12	2,771 (1.18%)	71.85%	69.59%	\$0.00 (0.00%)
19. /my-ftlb-blog/budget-friendly/splashy-daycation/	3,328 (0.88%)	2,709 (0.88%)	00:03:21	2,682 (1.15%)	75.13%	74.13%	\$0.00 (0.00%)
20. /event/10th-anniversary-brazilfest/	3,296 (0.88%)	2,530 (0.82%)	00:02:31	2,519 (1.08%)	76.10%	72.39%	\$0.00 (0.00%)



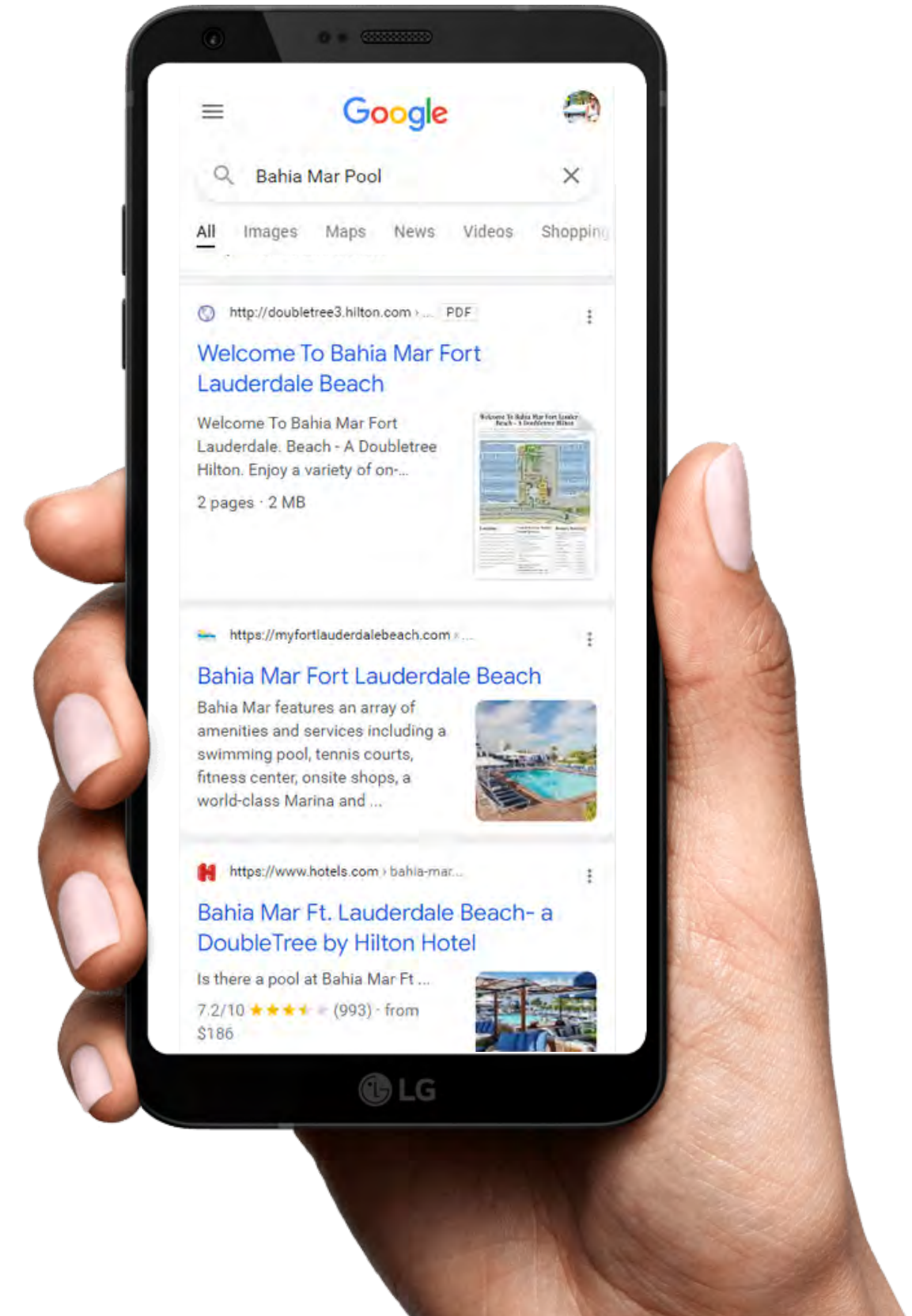
WEBSITE ENTER - BOUNCE - EXIT

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	42,763 % of Total: 11.36% (376,307)	33,377 % of Total: 10.86% (307,348)	00:01:21 Avg for View: 00:01:57 (-15.95%)	19,388 % of Total: 8.28% (234,174)	77.93% Avg for View: 76.99% (1.23%)	49.29% Avg for View: 62.23% (-20.79%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /food-drink/	12,675 (29.64%)	6,925 (20.75%)	00:00:56	1,573 (8.11%)	56.83%	22.66%	\$0.00 (0.00%)
2. /food-drink/the-wreck-bar/	7,158 (16.74%)	6,149 (18.42%)	00:02:25	5,910 (30.48%)	76.43%	73.99%	\$0.00 (0.00%)
3. /food-drink/rock-bar/	1,666 (3.90%)	1,474 (4.42%)	00:01:55	1,309 (6.75%)	82.12%	75.39%	\$0.00 (0.00%)
4. /food-drink/coconuts/	1,308 (3.06%)	1,156 (3.46%)	00:01:43	811 (4.18%)	81.63%	66.06%	\$0.00 (0.00%)
5. /food-drink/waves-pool-bar-grill/	1,195 (2.79%)	1,001 (3.00%)	00:01:24	878 (4.53%)	77.22%	70.54%	\$0.00 (0.00%)
6. /food-drink/elbo-room/	979 (2.29%)	857 (2.57%)	00:01:30	609 (3.14%)	81.94%	65.17%	\$0.00 (0.00%)
7. /food-drink/takato/	935 (2.19%)	841 (2.52%)	00:02:27	764 (3.94%)	86.52%	79.14%	\$0.00 (0.00%)
8. /food-drink/bos-beach/	914 (2.14%)	785 (2.35%)	00:01:53	380 (1.96%)	78.16%	48.58%	\$0.00 (0.00%)
9. /food-drink/balcony/	913 (2.14%)	796 (2.38%)	00:01:28	404 (2.08%)	78.96%	48.52%	\$0.00 (0.00%)
10. /food-drink/blondies/	884 (2.07%)	788 (2.36%)	00:01:40	358 (1.85%)	81.01%	47.06%	\$0.00 (0.00%)
11. /food-drink/the-parrot-lounge/	857 (2.00%)	748 (2.24%)	00:01:25	540 (2.79%)	80.56%	64.53%	\$0.00 (0.00%)
12. /food-drink/cafe-ibiza/	845 (1.98%)	741 (2.22%)	00:02:02	478 (2.47%)	78.87%	60.59%	\$0.00 (0.00%)
13. /food-drink/le-marche-gourmet-market/	613 (1.43%)	553 (1.66%)	00:01:15	499 (2.57%)	75.55%	69.82%	\$0.00 (0.00%)
14. /food-drink/riviera-fabio-viviani/	605 (1.41%)	547 (1.64%)	00:02:59	474 (2.44%)	89.24%	80.99%	\$0.00 (0.00%)
15. /food-drink/411-south-bar-grill/	523 (1.22%)	467 (1.40%)	00:01:19	75 (0.39%)	81.33%	25.62%	\$0.00 (0.00%)
16. /food-drink/3030-ocean/	521 (1.22%)	464 (1.39%)	00:01:37	129 (0.67%)	87.60%	37.62%	\$0.00 (0.00%)
17. /food-drink/breezes/	481 (1.12%)	399 (1.20%)	00:01:00	225 (1.16%)	72.00%	45.74%	\$0.00 (0.00%)
18. /food-drink/casablanca-cafe/	423 (0.99%)	382 (1.14%)	00:01:18	200 (1.03%)	85.50%	52.96%	\$0.00 (0.00%)
19. /food-drink/s3/	385 (0.90%)	344 (1.03%)	00:01:33	132 (0.68%)	85.61%	46.49%	\$0.00 (0.00%)
20. /food-drink/park-ocean/	378 (0.88%)	335 (1.00%)	00:01:47	139 (0.72%)	76.98%	47.09%	\$0.00 (0.00%)

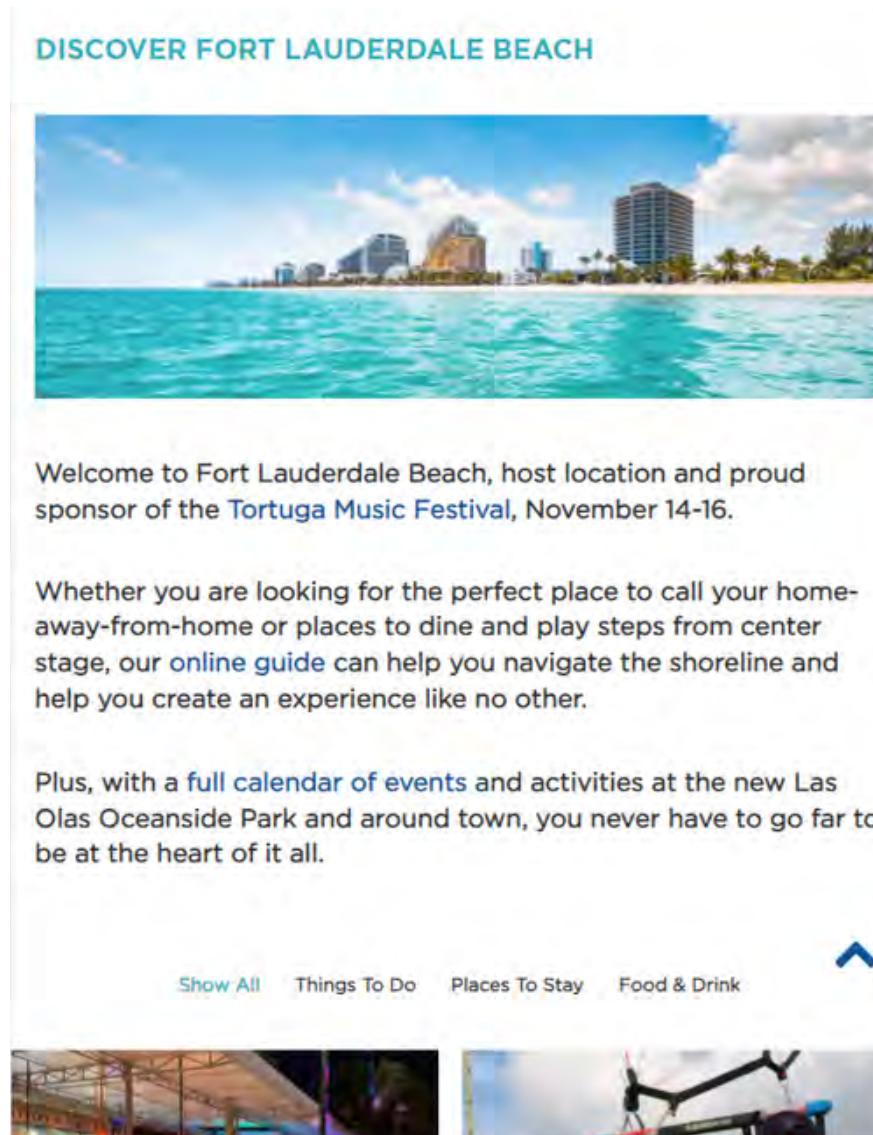


WEBSITE ENTER - BOUNCE - EXIT

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	15,137 % of Total: 4.02% (376,307)	11,833 % of Total: 3.85% (307,348)	00:01:19 Avg for View: 00:01:37 (-18.72%)	3,064 % of Total: 1.31% (234,174)	79.96% Avg for View: 76.99% (3.86%)	36.78% Avg for View: 62.23% (-40.89%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /places-to-stay/	5,244 (34.64%)	3,073 (25.97%)	00:00:48	354 (11.55%)	64.41%	19.13%	\$0.00 (0.00%)
2. /places-to-stay/bahia-mar/	1,047 (6.92%)	959 (8.10%)	00:01:37	435 (14.20%)	83.68%	53.87%	\$0.00 (0.00%)
3. /places-to-stay/w-fort-lauderdale/	854 (5.64%)	766 (6.47%)	00:01:44	66 (2.15%)	74.24%	41.80%	\$0.00 (0.00%)
4. /places-to-stay/hilton-fort-lauderdale/	758 (5.01%)	648 (5.46%)	00:01:44	93 (3.04%)	74.19%	37.20%	\$0.00 (0.00%)
5. /places-to-stay/the-atlantic-resort-and-spa/	595 (3.93%)	505 (4.27%)	00:01:34	45 (1.47%)	84.44%	36.13%	\$0.00 (0.00%)
6. /places-to-stay/westin-beach-resort/	589 (3.89%)	514 (4.34%)	00:01:17	44 (1.44%)	68.18%	34.30%	\$0.00 (0.00%)
7. /places-to-stay/north-beach-village/	538 (3.55%)	465 (3.93%)	00:02:17	427 (13.94%)	78.69%	74.72%	\$0.00 (0.00%)
8. /places-to-stay/hotel-maren/	532 (3.51%)	477 (4.03%)	00:01:51	399 (13.02%)	84.96%	74.81%	\$0.00 (0.00%)
9. /places-to-stay/the-ritz-carlton/	529 (3.49%)	471 (3.98%)	00:01:35	48 (1.57%)	70.83%	37.62%	\$0.00 (0.00%)
10. /places-to-stay/b-ocean/	506 (3.34%)	437 (3.69%)	00:01:26	57 (1.86%)	82.46%	40.71%	\$0.00 (0.00%)
11. /places-to-stay/marriott-harbor-beach-resort-spa/	463 (3.06%)	395 (3.34%)	00:02:12	130 (4.24%)	79.23%	46.65%	\$0.00 (0.00%)
12. /places-to-stay/conrad-fort-lauderdale-beach/	310 (2.05%)	273 (2.31%)	00:02:03	44 (1.44%)	77.27%	36.13%	\$0.00 (0.00%)
13. /places-to-stay/courtyard-marriott/	299 (1.98%)	250 (2.11%)	00:02:57	87 (2.84%)	81.61%	47.83%	\$0.00 (0.00%)
14. /places-to-stay/lago-mar-resort/	272 (1.80%)	259 (2.19%)	00:01:58	131 (4.28%)	96.18%	64.71%	\$0.00 (0.00%)
15. /places-to-stay/the-goodland/	261 (1.72%)	234 (1.96%)	00:01:16	115 (3.75%)	84.35%	54.02%	\$0.00 (0.00%)
16. /places-to-stay/best-western-plus/	208 (1.37%)	188 (1.59%)	00:02:22	24 (0.78%)	70.83%	38.94%	\$0.00 (0.00%)
17. /places-to-stay/marriott-beachplace-towers/	156 (1.03%)	138 (1.17%)	00:01:41	42 (1.37%)	80.95%	52.56%	\$0.00 (0.00%)
18. /places-to-stay/alcazar/	142 (0.94%)	127 (1.07%)	00:02:16	54 (1.76%)	83.33%	46.48%	\$0.00 (0.00%)
19. /places-to-stay/worthington-guest-house/	135 (0.89%)	118 (1.00%)	00:01:43	60 (1.96%)	83.33%	51.85%	\$0.00 (0.00%)
20. /places-to-stay/sea-club-hotel/	113 (0.75%)	105 (0.89%)	00:02:59	54 (1.76%)	90.74%	63.72%	\$0.00 (0.00%)



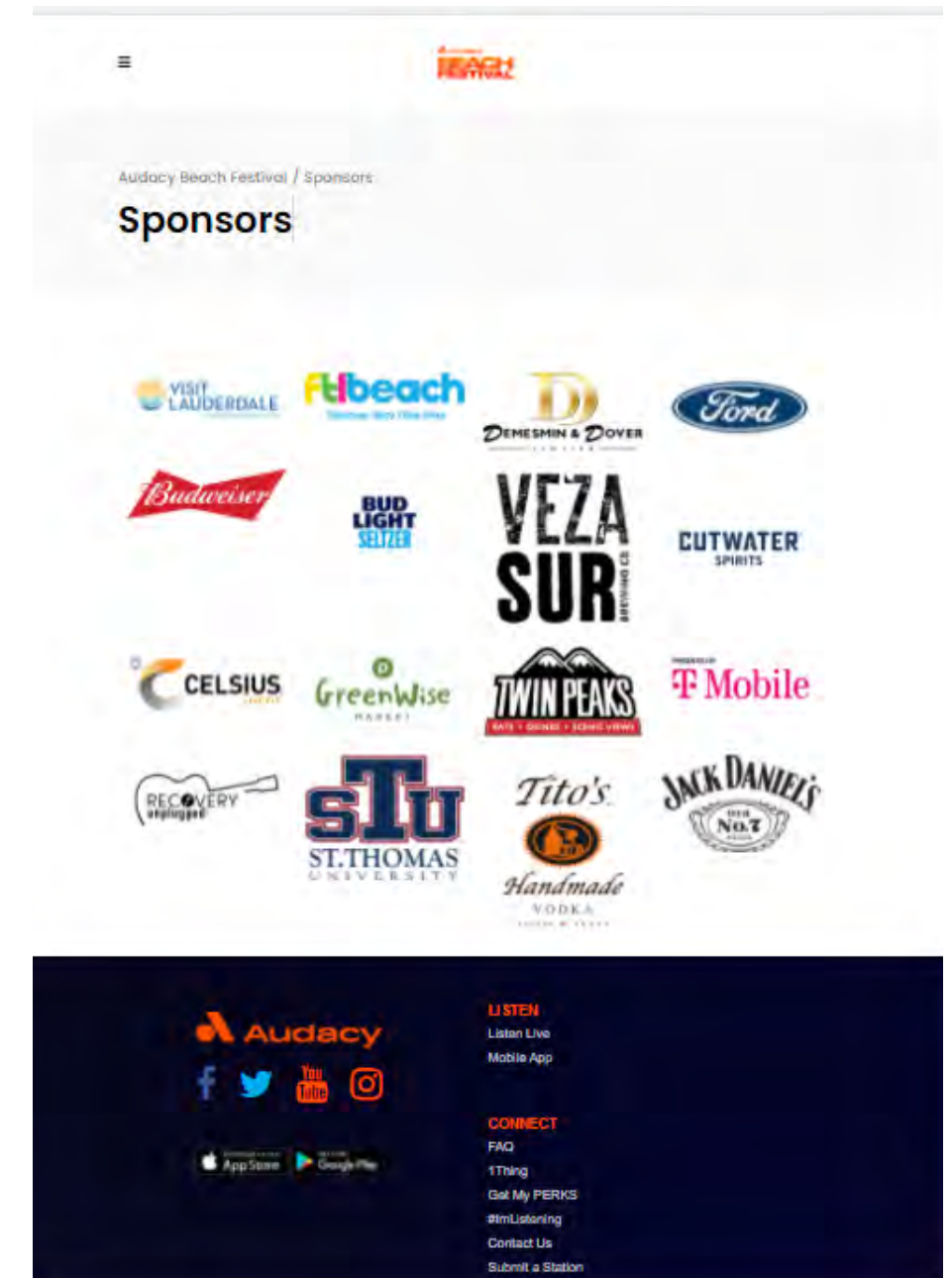
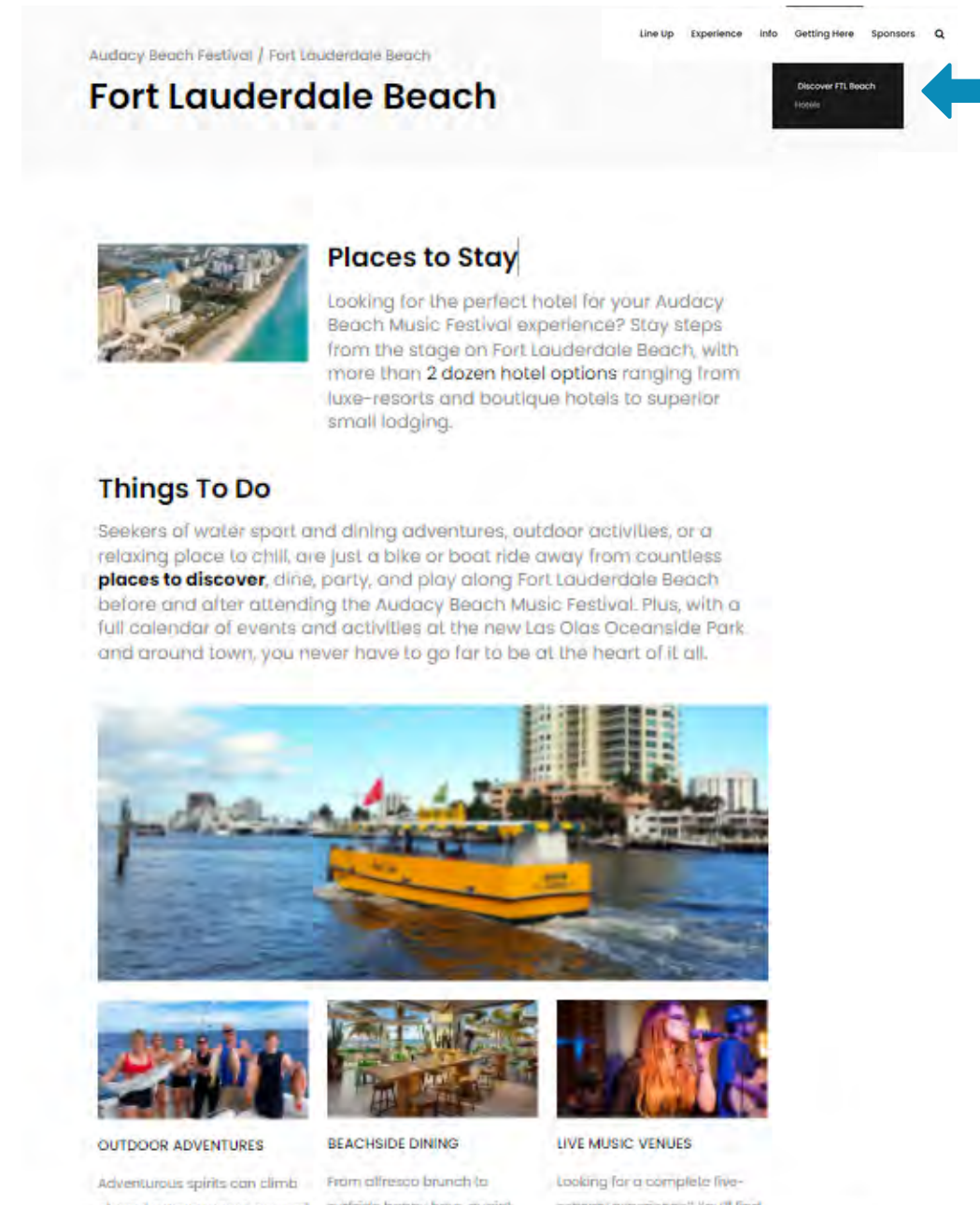
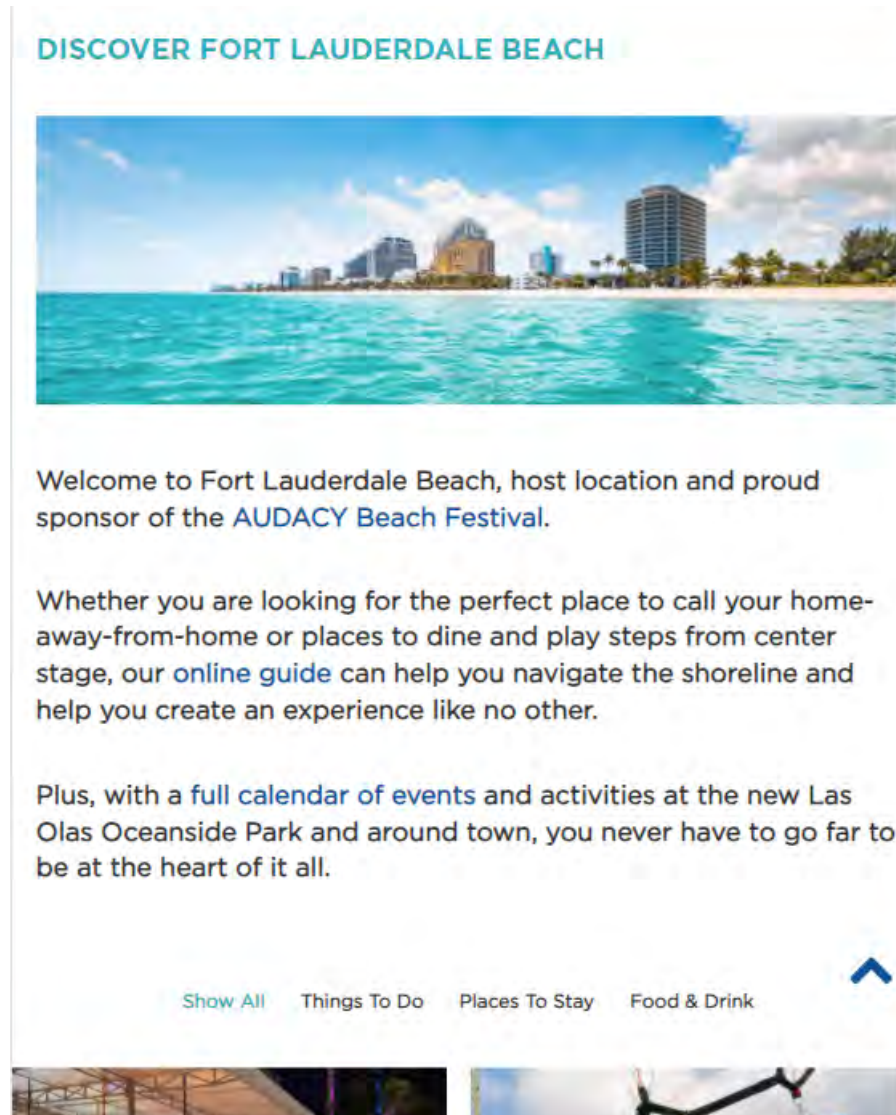
WEBSITE DEDICATED LANDING PAGES



Dedicated Tortuga Page with Only BID Businesses
12 Page Views / 3,340 Total Site Referrals

What to Do in Fort Lauderdale, direct one-click to MyFTLB.com

WEBSITE DEDICATED LANDING PAGES



Dedicated Audacy Beach Festival Page
529 Page Views / 609 Total Site Visits

[MYFORTLAUDERDALEBEACH.COM](https://www.fortlauderdalebeach.com)
2021 | Report

WEBSITE DEDICATED LANDING PAGES

DESTINATION: FORT LAUDERDEALS BEACH

Home > Destination: Fort Lauderdale Beach

FORT LAUDER Deals BEACH

A Little Sun. A Little Sea. And a Whole Lot of Savings.

On a boat, in an outdoor cafe or under a full moon in a kayak, Greater Fort Lauderdale knows how to do up the savings. Choose your way to play with special deals on places to Dine, Stay and Play. For more on the latest deals and updates on events, attractions, and dining subscribe to our e-newsletter and visit, sunny.org for deals beyond the beach.

HOTEL DEALS June 1 - September 30, 2021

Whether you're looking for a romantic getaway, family reunion, staycation or a road trip, these special hotel deals offer various experiences that appeal to all. Pair your hotel deal with other LauderDeals for savings on water sports, dining, shopping, art, cultural tours and much more.

Kimpton The Goodland
Tucked away oasis of lush greenery to present a laid back vibe.
LAUDERDEAL: 15% off Best Available Rate, Two (2) Welcome cocktails upon arrival and Waived Guest Amenities Fee.

W Fort Lauderdale
Lounging on the area's coveted sugar sand coastline, W Fort Lauderdale sits at the epicenter of all that's vibrant in Fort Lauderdale beach.
LAUDERDEAL: Room Upgrade At Time Of Booking, Daily \$25 Food & Beverage Credit, Waived Resort Fee and Complimentary Valet Parking

Conrad Fort Lauderdale
Hailed as a 1 Lauderdale! ultra-elegant LAUDERDEAL value), 50% (in rate), 2pm availability)

DINE OUT LAUDERDALE August 1 - September 30, 2021

The official 2021 Dine Out Lauderdale website, sunny.org, lists participating restaurants throughout Broward County. More restaurants are being added daily. Below is the full lineup thus far of participants on Fort Lauderdale Beach who are dishing out a complimentary ocean view with every meal. Click on Logo's to View Dine Out Lauderdale Special Menus. For more on dining options on Fort Lauderdale Beach, view our Dining Guide. Extend your evening at Movies by Moonlight and receive a VIP Snack Pack when you dine.

3030: Sun-Thur, Dinner
BEACH: Mon-Thur, All Day
CAFE IBIZA: Daily, 4-11pm
Casapalma Cafe: Sun - Thur, 5-7pm
El Viejo: Fri-Sun; Lunch and Mon-Thur; Dinner
Lona: Sun-Thur; Lunch + Dinner
LUNA: Sun-Thur; 5-7pm
spazios: Daily; Lunch + Dinner
STEAK USA: Mon-Fri; Lunch
STEEL PAN: Daily; 11:30am - 10pm
W: Menu Coming Soon; Daily in Living Room

ATTRACTION + SPA DEALS June 1 - September 30, 2021

Embrace your freedom to explore! Find special 2 for 1 offers and other discounts on a variety of attractions and activities, June through September*. And if you're looking to unplug, Spa Days in August and September give you 60 days of deals to ooh and ahh.

myfortlauderdalebeach.com
June 7, 2021

Big or small, we love them all. This summer, come Sit. Stay. Play. on Fort #LauderDEALS Beach. Plan your escape at MyFTLB.com

#NationalPetAppreciationWeek 🐾

- The Westin Fort Lauderdale Beach Resort
- Friday Night Sound Waves
- Las Olas Oceanside Park Market

myfortlauderdalebeach.com
June 1, 2021

The real #unofficialstartofsummer starts today. This June - September make your Destination: Fort #LauderDEALS Beach. Plan your escape at <http://bit.ly/ftlauderdalebeach>

#everydealunderthesun #lauderdeals #summersavings 🌞 #beachvacation #moretoexplore #luxeforless Visit Lauderdale

Ranked #7 - Organic Traffic [LauderDEALS]
1,305 Pg Views / 1,066 Unique / 50.04% Exit

WEBSITE EVENT PAGE VIEWS

2021

139 Events Listed

58,446 Page Views

17% Website Traffic

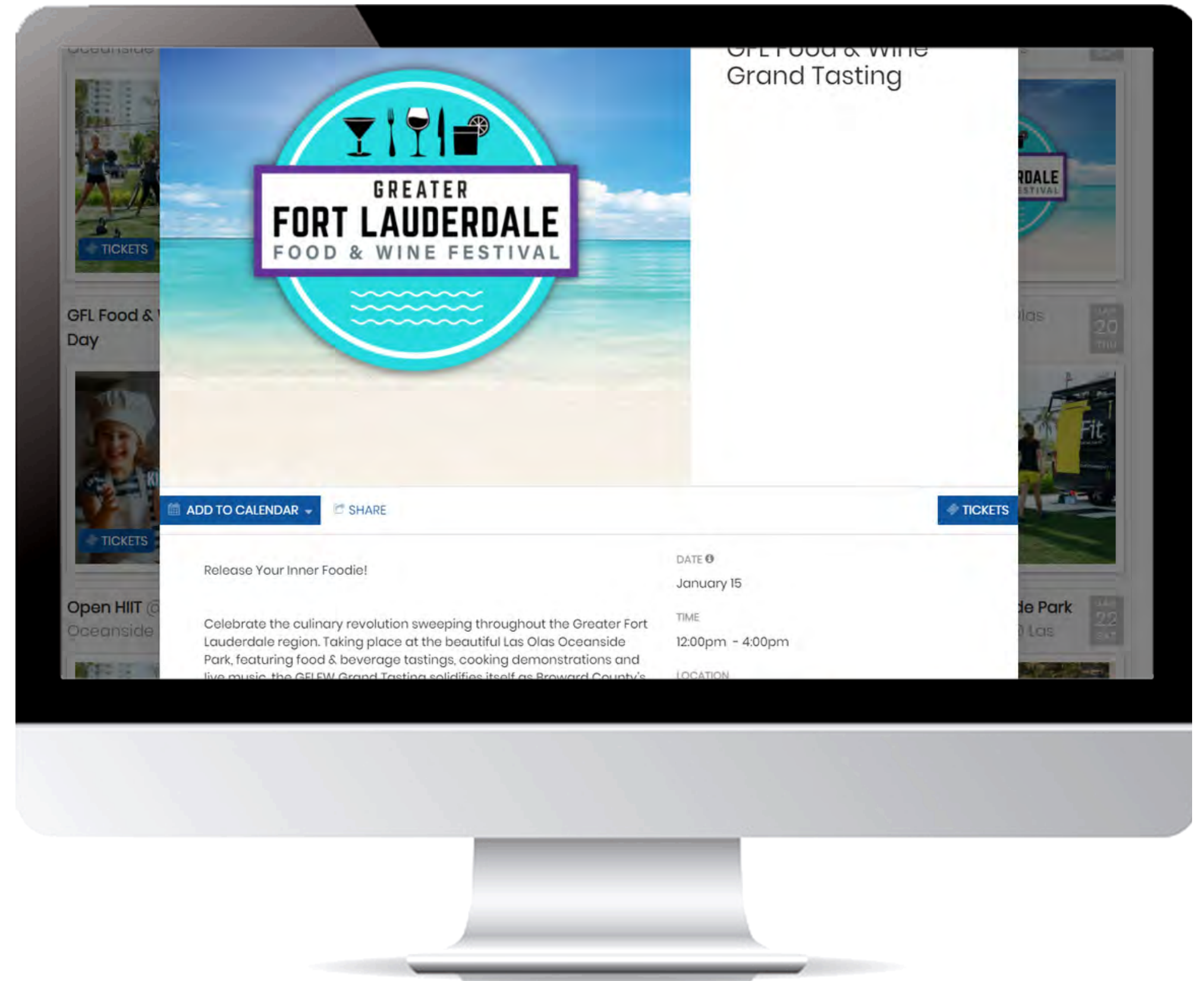
VS.

2019

252 Events Listed

18,215 views*

7.5% Website Traffic



MYFORTLAUDERDALEBEACH.COM

2021 | Report

2021 RECAP

SOCIAL MEDIA UPDATE



myfortlauderdalebeach.com
@MyFTLB · 5 (11 reviews) · Local & travel website

Learn more



Fort Lauderdale Beach
@FTLBeachBID · Beach

Message Now

Hi! Please let us know how we can help.

2021 - Consumer Page

- 13,500 Followers
- 11,853 Page Likes [Fans]
 - 717 Net New Page Likes in 2021
 - 586 Net New Page Likes in 2020
 - 748 Net New Page Likes in 2019
- 306,794 Reach
- 459,312 Impressions
 - 702,201 - in 2020
 - 1,212,112 - in 2019
- 28,342 Engagement [.0617%] Avg. 0.5%-0.99%
 - 36,986 in 2020 [.03843]
 - 74,746 in 2019 [.0616%]
- 2,801 Link Click [10%]
 - 2,839 in 2020 [7.65%]
 - 7,299 in 2019 [9.75%]



**Women 35 - 54
67% of Audience**

2021 - BID Page [Converted]

- 5,916 Followers
- 5,493 Page Likes [Fans] - Up 6.6% from 2020
- 523,793 Reach vs 3,085,656 from 2020???
- 1,220,120 Impressions
- 16,951 Engagement
- 198 Link Click [1.15%]
- 146,693 Check In's
- 388 Net Page Likes - Up 7.2% from 2020

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Average Growth
2015	3.79%	74.61%	8.20%	0.19%	-4.15%	-2.56%	13.34%
2016	5.25%	55.38%	2.01%	4.79%	1.38%	5.21%	12.34%
2017	5.99%	41.09%	1.30%	3.98%	1.09%	4.22%	9.61%
2018	0.44%	28.12%	-0.73%	1.02%	-0.33%	0.16%	4.78%
2019	-0.14%	15.14%	-1.47%	-0.34%	0.18%	-0.57%	2.13%

FACEBOOK LIVE



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

01:24:45

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

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

Boosted on May 22, 2020 Rejected
By

People Reached	13.3K	ThruPlays	2.4K
----------------	--------------	-----------	-------------

[View Details](#)

Performance for Your Post

15,934 People Reached

9,608 3-Second Video Views

114 Reactions, Comments & Shares

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

441 Post Clicks

92 Clicks to Play	110 Link Clicks	239 Other Clicks
--------------------------	------------------------	-------------------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Audience

[Region](#) [Country](#) [Age & Gender](#)

Region	Relative Audience Size
Florida	Very High
Texas	High
California	Medium-High
New York	Medium
Illinois	Medium-Low
Ohio	Low-Medium
Pennsylvania	Low
Georgia	Low
Michigan	Low
North Carolina	Low



2021

- 35 Playlists
- 500 Videos
- 4,638 Video Views
- 201.6 Hrs. Viewed
- 41,636 Impressions

2019

- 14 Playlists
- 147 Videos
- 4,433 Video Views
- 125.7 Hrs. Viewed
- 33,518 Impressions

Watch Time - 2021

- Not Subscribed - 98.3%
 - 4,560 Views
 - 198.1 Hours
 - 2:36 Avg. View Duration
- Subscribed - 1.7%
 - 78 Video Views
 - 3.5 Hours
 - 2:40 Avg. View Duration

MYFORTLAUDERDALEBEACH.COM

2021 | Report

The screenshot shows the YouTube channel page for MyFortLauderdaleBeach.com. At the top, there is a navigation bar with links for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT, along with a search icon and a red SUBSCRIBE button. The main content area features a large video player for 'CNT Walking Around Fort Lauderdale, FL with Chef Paula DaSi...' with 402 views and a description mentioning a partnership with Visit Lauderdale and the City of Fort Lauderdale Beach Improvement District. Below this, there are three sections of video thumbnails:

- Welcome to 'MY' FTLBeach**: A row of six video thumbnails with titles like 'CNT Walking Around Fort Lauderdale, FL with Chef...', 'The Beach Boys Live on CNN's The Fourth In Americ...', 'What Makes Fort Lauderdale Beach Different', 'Best Day Ever - Cook Your Catch', 'Cheers to the Good Life - Hockey, Helicopter, Hotel', and 'Dock & Dine'.
- Tour with Teddy: Pet Friendly Fort Lauderdale Beach**: A row of six video thumbnails featuring a dog named Teddy, with titles like 'Tour with Teddy: Hotel Maren', 'Dog Friendly Fort Lauderdale', 'Teddy Visits W Fort Lauderdale', 'Teddy Visits the Las Olas Oceanside Park Market', 'Teddy Visits North Beach Village', and 'Teddy Tours Birch State Park'.
- At the Market with GFLFW**: A row of six video thumbnails showing chefs at a market, with titles like 'Episode 7 - At the Market with GFLFW and Chef Kedo...', 'Episode 6 - At the Market with GFLFW and Chef...', 'Episode 5 - At the Market with GFLFW and Ari...', 'Episode 4 - At the Market with GFLFW and Chef Jorge...', 'Episode 3 - At the Market with GFLFW and Chef Chris...', and 'Episode 2 - At the Market with GFLFW and Chef Alex...'.



YOUTUBE VIDEO VIEWS

Channel: MyFortLauderdaleBeach.com				Channel: MyFortLauderdaleBeach.com									
Filter				Jan 1 - Dec 31, 2021	Filter				Jan 2 - Dec 31, 2019				
Video				Traffic source	Geography	Viewer age	Viewer gender	Date	Subscription status	Subscription source	Playlist	Device type	More
MyFortLauderdaleBeach.com				MyFortLauderdaleBeach.com				COMPARISON					
4,638				4,433									
1	The Ritz-Carlton, Fort Lauderdale	Out and About TV Show, Nov. 2016	741 16.0%	1	The Ritz-Carlton, Fort Lauderdale		702 15.8%						
2	Rooftop Rendezvous: Kimpton The Goodland Hotel	Published April 29, 2021	543 11.7%	2	February 7, 2018 #Rooftop Rendezvous Courtyard Ft Lauderdale Beach		462 10.4%						
3	CNT Walking Around Fort Lauderdale, FL with Chef Paula DaSilva	Published July 24, 2021	400 8.6%	3	Spred the Dub - Surf Rock Reggae		340 7.7%						
4	February 7, 2018 #Rooftop Rendezvous Courtyard Ft Lauderdale Beach		380 8.2%	4	Meeting on Fort Lauderdale Beach? You'll Be Meeting Me.		305 6.9%						
5	March 22, 2017: Rooftop Rendezvous from The Ritz Carlton, Fort Lauderdale		209 4.5%	5	March 22, 2017: Rooftop Rendezvous from The Ritz Carlton, Fort Lauderdale		269 6.1%						
6	Rooftop Rendezvous Season 5 Episode 1 Hotel Maren		169 3.6%	6	3.13 Rooftop Rendezvous		210 4.7%						
7	Las Olas Oceanside Park Farmers Market	Published March 4, 2020	151 3.3%	7	April 5, 2017: Bahia Mar Fort Lauderdale		167 3.8%						
8	Rooftop Rendezvous Season 5 Episode 2 Hotel Maren & Riviera by Fabio Viviani Hard Hat Tour		124 2.7%	8	10.31.18 Rooftop Rendezvous from Bahia Mar Fort Lauderdale Beach		140 3.2%						
9	March 8, 2017: Rooftop Rendezvous from Sea Level at Marriott Harbor Beach Resort & Spa		115 2.5%	9	Tour of North Beach Village		115 2.6%						
10	Conrad Fort Lauderdale Beach Weddings		104 2.2%	10	March 15, 2017: Rooftop Rendezvous from W Fort Lauderdale		113 2.6%						
11	Tour with Teddy: Hotel Maren		98 2.1%	11	Conrad Fort Lauderdale Beach Weddings		99 2.2%						
12	30Vice		75 1.6%	12	Friday Night Sound Waves The Goodnicks All Summer Long		97 2.2%						
13	Blondies Sports Bar		68 1.5%	13	03 28 18 Conrad Fort Lauderdale		83 1.9%						
14	May 10, 2017: Rooftop Rendezvous from Casablanca Cafe		64 1.4%	14	12.5.18 Rooftop Rendezvous: The Ritz Carlton, Fort Lauderdale		72 1.6%						
15	10.31.18 Rooftop Rendezvous from Bahia Mar Fort Lauderdale Beach		62 1.3%	15	May 10, 2017: Rooftop Rendezvous from Casablanca Cafe		68 1.5%						

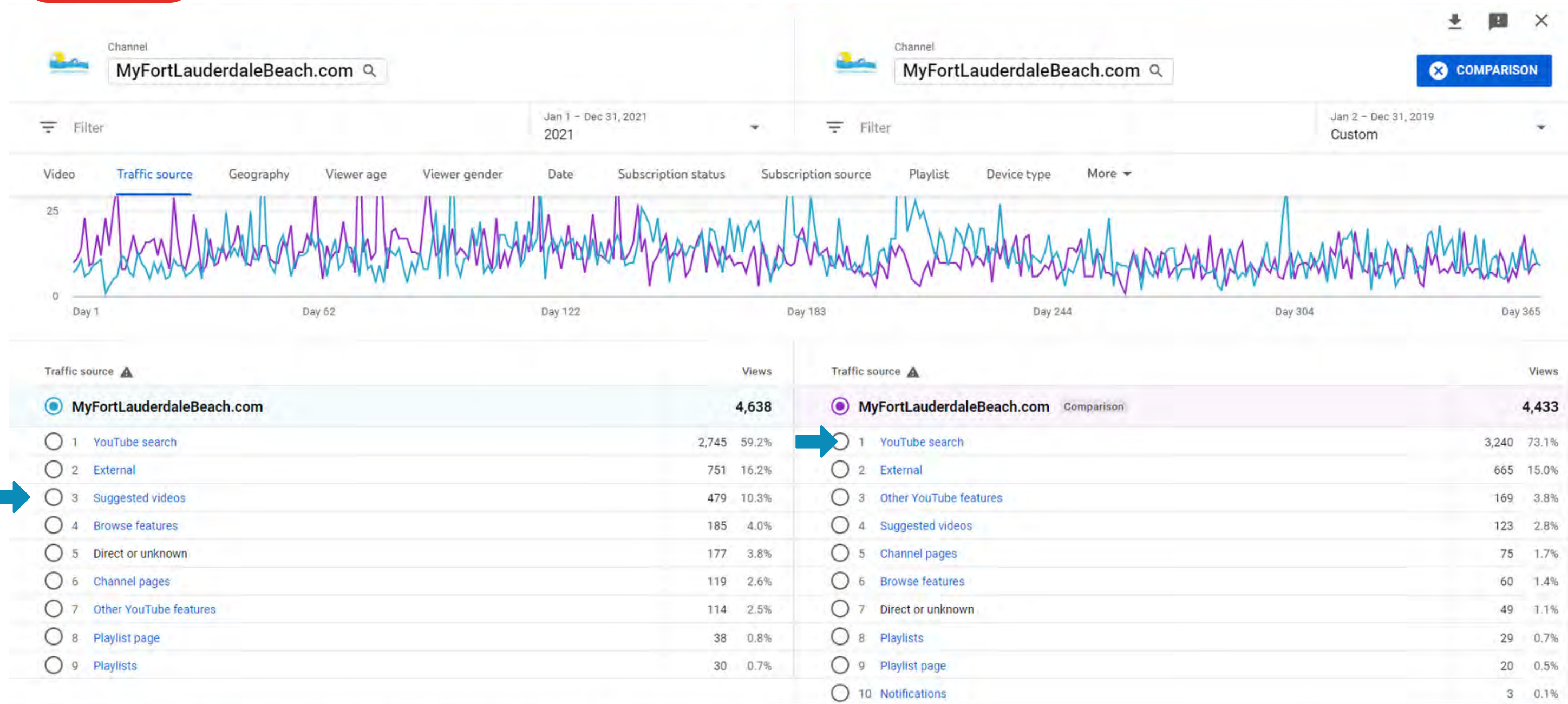


YOUTUBE PLAYLIST VIEWS

Channel: MyFortLauderdaleBeach.com				Channel: MyFortLauderdaleBeach.com											
Jan 1 - Dec 31, 2021				Jan 2 - Dec 31, 2019											
Video	Traffic source	Geography	Viewer age	Viewer gender	Date	Subscription status	Subscription source	Playlist	Device type	More					
Playlist				Views				Playlist				Views			
MyFortLauderdaleBeach.com				181				MyFortLauderdaleBeach.com Comparison				117			
1	Tour with Teddy: Pet Friendly Fort Lauderdale Beach				41	22.7%		1	Welcome to 'MY' FTLBeach			31	26.5%		
2	FTL Pet Fest				23	12.7%		2	Friday Night Sound Waves			16	13.7%		
3	Light Up the Beach				14	7.7%		3	2016 Riptide Music Festival - Fan Videos			13	11.1%		
4	Las Olas Oceanside Park				14	7.7%		4	Tortuga Music Festival			10	8.6%		
5	Rooftop Rendezvous				14	7.7%		5	Rooftop Rendezvous			8	6.8%		
6	At the Market with GFLFW				14	7.7%		6	Crave GFL			8	6.8%		
7	2016 Riptide Music Festival - Fan Videos				14	7.7%		7	Out & About Southwest Florida Show			7	6.0%		
8	Welcome to 'MY' FTLBeach				10	5.5%		8	Weddings			6	5.1%		
9	Fort Lauderdale International Boat Show				9	5.0%		9	Fort Lauderdale International Boat Show			6	5.1%		
10	Friday Night Sound Waves				7	3.9%		10	Holidays on Fort Lauderdale Beach			5	4.3%		
11	Virtual Vacation				6	3.3%		11	Swatch FIVB 2016 Beach Volleyball Finals			3	2.6%		
12	Tortuga Music Festival				3	1.7%		12	2018 Friday Night Sound Waves			2	1.7%		
13	FTLB Events				2	1.1%		13	FTLB Events			1	0.9%		
14	Super Bowl LIV Weekend				2	1.1%		14	Art Fort Lauderdale			1	0.9%		
15	2018 Friday Night Sound Waves				2	1.1%									



YOUTUBE DISCOVERY

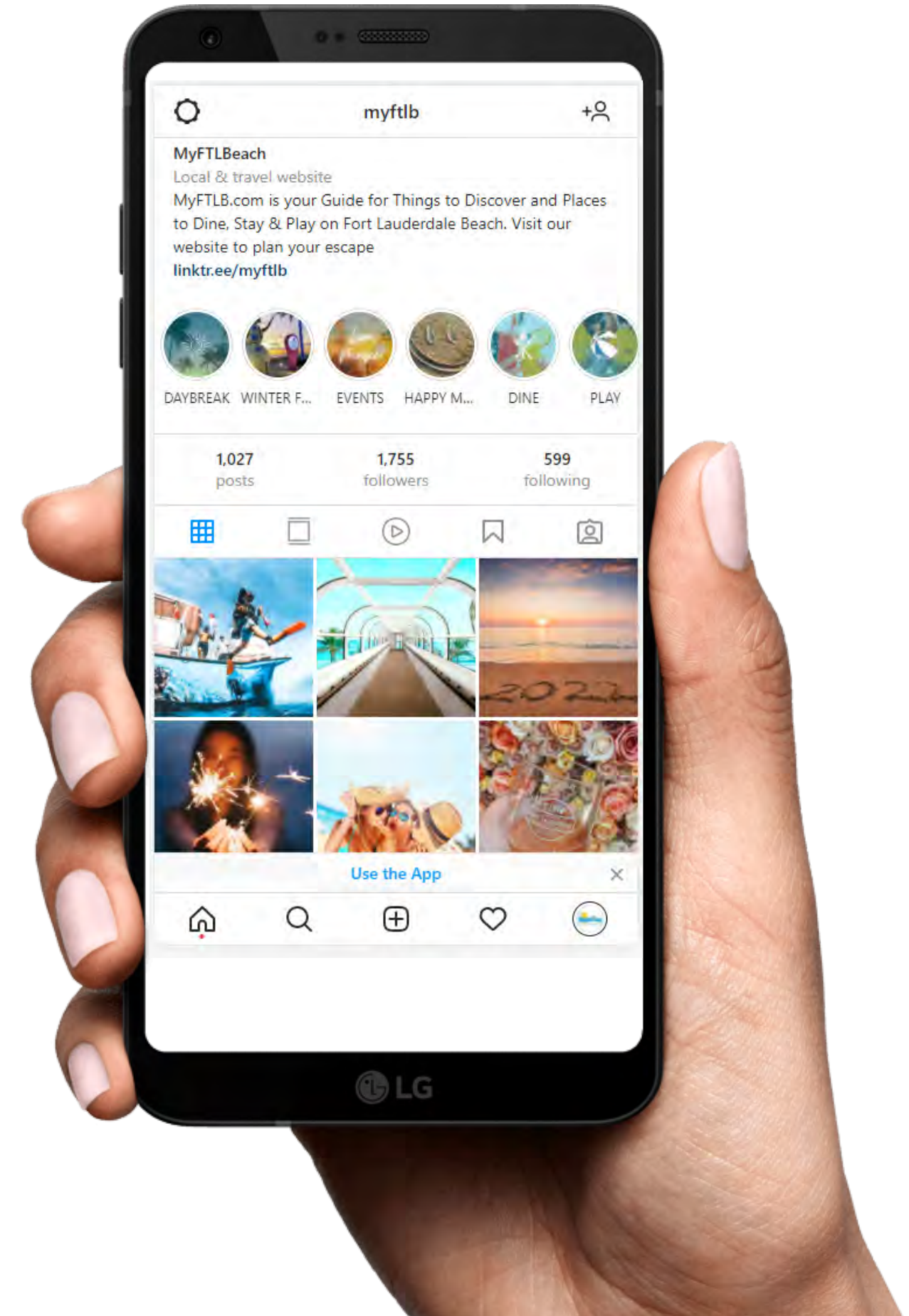




Women 25 - 44
67.2% of Audience

2021

- 1,755 Followers - up 40.9%
 - 1,246 in 2020
 - 823 in 2019
- 90,068 Impressions [**MISSING DATA FEB - APRIL**]
 - 98,683 in 2020
 - 83,366 in 2019
- 4,442 Engagement
 - 6,472 in 2020
 - 4,376 in 2019
- 233 Profile Actions
 - 175 in 2020, up 33.1%
- LINKTREE Professional Upgraded 7/21
 - Lifetime Views: 573
 - Lifetime Clicks: 426
 - Avg. CTR: 74%
 - Avg. Time to Click: 8.49 sec





Men 35 - 54
66.9% of Audience

2021 vs 2019

- 2,230 Followers, Net Gain 152
 - 2,078 in 2020
 - 1,935 in 2019
- 3,987 Profile Visits
- 107 Tweets / 104 Linked
 - 502 Tweets / 277 Linked - 2019
- 25,836 - 27,890 Impressions
 - 201,076 in 2019
- 352 Engagements [30%]
 - 1,298 in 219 [25.5%]
- 202 Post Link Clicks - 165 to Website
 - 247 in 2019
- 117 Mentions

Analytics Home Tweets More ▾ MyFTLBeach ▾ Sign up for Twitter Ads

Dec 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 143 impressions

GFL Food & Wine Festival returns Jan 10 - 16 with new Signature Grand Tasting on FTLBeach myfortlauderdalebeach.com/my-ftlb-blog/f...

↳ 2 ❤️ 1

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 81 engagements

Visit Lauderdale
@visitlauderdale · Dec 3

In Greater Fort Lauderdale, our version of snowmen are never fearful of getting too much sun! 🧊

Be sure to take your selfie with Olas the sand snowman in @MyFTLB. 📷

[#ShowUsYourOlas](#) [#VisitLauderdale](#)
[#EveryoneUnderTheSun](#) [#HappyHolidays](#)
pic.twitter.com/PC0Dn8bXFQ

DEC 2021 SUMMARY

Tweets	14	Tweet impressions	1,800
Profile visits	666	Mentions	12
New followers	4		

Top Follower followed by 2,855 people

FilmGrouch
@filmgrouch · FOLLOWS YOU

I miss the '80s — just an old jarhead. Expert level manterrupter! Rebel Alliance — I'm not a cat. Intense

The average number of followers on Twitter is 707.
(Source: Brandwatch)


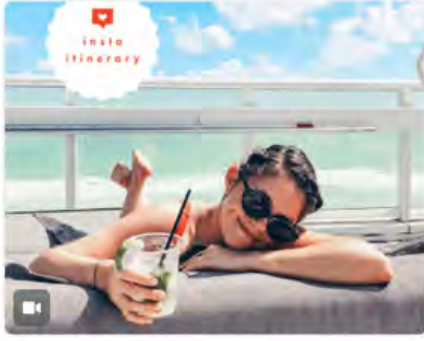

Examining nearly 100 million Twitter accounts, Brandwatch found that the average number of followers those accounts have is 707. This number represents an increase in average followers by 220% compared to 2012. If we want to keep Twitter analytics free of celebrity bias and choose to ignore accounts that have over 100,000 followers, the average user has 453 people following them.



Men 35 - 54
66.9% of Audience

2021 vs 2019

- 107 Tweets / 104 Linked
 - 502 Tweets / 277 Linked - 2019
- 25,836 - 27,890 Impressions
 - 201,076 in 2019
- 352 Engagements [30%]
 - 1,298 in 219 [25.5%]
- 202 Post Link Clicks - 165 to Website

Overview	Demographics	Profiles																																									
<p>MyFTLB Fri 12/31/2021 3:30 am UTC</p> <p>New Year's Eve Soiree at Conrad Fort Lauderdale Beach, Dec 31 2021 @ Conrad Fort Lauderdale Beach, z.time.ly/quss1zpF #Holiday #new_year</p> <table border="1"> <tr><td>Total Engagements</td><td>15</td></tr> <tr><td>Likes</td><td>0</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>0</td></tr> <tr><td>Post Link Clicks</td><td>6</td></tr> </table>	Total Engagements	15	Likes	0	@Replies	0	Retweets	0	Post Link Clicks	6	<p>MyFTLB Sun 3/14/2021 12:00 pm UTC</p> <p>MyFTLB Insider: Let The Music Play bit.ly/3bGXRoz</p> <table border="1"> <tr><td>Total Engagements</td><td>15</td></tr> <tr><td>Likes</td><td>0</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>7</td></tr> </table>	Total Engagements	15	Likes	0	@Replies	0	Retweets	2	Post Link Clicks	7	<p>MyFTLB Fri 4/9/2021 12:46 pm UTC</p> <p>MyFTLB Insider: Iconic Dive Bars on Fort Lauderdale Beach bit.ly/3fWTjNK</p> <table border="1"> <tr><td>Total Engagements</td><td>14</td></tr> <tr><td>Likes</td><td>1</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>8</td></tr> </table>	Total Engagements	14	Likes	1	@Replies	0	Retweets	1	Post Link Clicks	8	<p>MyFTLB Tue 6/22/2021 12:24 pm UTC</p> <p>MyFTLB Insider: 21 Reasons to Love the Summer of '21 bit.ly/3xMJ04N</p> <table border="1"> <tr><td>Total Engagements</td><td>11</td></tr> <tr><td>Likes</td><td>2</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>3</td></tr> <tr><td>Post Link Clicks</td><td>3</td></tr> </table>	Total Engagements	11	Likes	2	@Replies	0	Retweets	3	Post Link Clicks	3
Total Engagements	15																																										
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Total Engagements	11																																										
Likes	2																																										
@Replies	0																																										
Retweets	3																																										
Post Link Clicks	3																																										
<p>MyFTLB Fri 11/22/2019 12:45 pm UTC</p> <p>And it's up! The line up for the 2019 Riptide Music Festival on Fort Lauderdale Beach. Here we go!</p>  <table border="1"> <tr><td>Total Engagements</td><td>103</td></tr> <tr><td>Likes</td><td>0</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> </table>	Total Engagements	103	Likes	0	@Replies	0	Retweets	1	Post Link Clicks	—	<p>MyFTLB Sat 11/30/2019 1:15 pm UTC</p> <p>@Cosmopolitan Entertainment Editor, @hanchambers says "Fort Lauderdale turned out to be the perfect place to strike the impossible balance between leisure and action-packed."</p>  <table border="1"> <tr><td>Total Engagements</td><td>49</td></tr> <tr><td>Likes</td><td>11</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>3</td></tr> <tr><td>Post Link Clicks</td><td>8</td></tr> </table>	Total Engagements	49	Likes	11	@Replies	0	Retweets	3	Post Link Clicks	8	<p>MyFTLB Fri 8/30/2019 11:29 am UTC</p> <p>As we prepare for the impacts of Hurricane Dorian, our @FTLBeach Business community is sending our best wishes for everyone's safety, both near and far, and have compiled...</p>  <table border="1"> <tr><td>Total Engagements</td><td>39</td></tr> <tr><td>Likes</td><td>4</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>9</td></tr> </table>	Total Engagements	39	Likes	4	@Replies	0	Retweets	1	Post Link Clicks	9											
Total Engagements	103																																										
Likes	0																																										
@Replies	0																																										
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Post Link Clicks	9																																										



Women 18 - 34
77.8% of Audience

MyFortLauderdaleBeach .com

myfortlauderdalebeach.com · @myftlbeach · MyFortLauderdaleBeach.com is a destination website for the Ft Lauderdale Beach area Facebook:MyFTLB Twitter:MyFLBeach

252 followers · 71 following

4.2k monthly views

Share Edit Profile

Created Saved

2021 - 4th Quarter

- 243 Followers, Up 5.7%
- 18,600 Impressions
 - 4.2k [Dec 2021]
- 1,100 Engagements
- 15,671 Total Audience Reach
- 1,007 Engaged Audience

The image shows a grid of 24 Pinterest boards from the profile 'MyFortLauderdaleBeach .com'. Each board has a thumbnail image and a title with the number of pins and the time it was created (e.g., '1w' for 1 week, '1y' for 1 year). The boards are arranged in four rows of six.

Board Title	Pins	Created
All Pins	947	1w
Coastal Easter	40	1w
Fit For Foodies	70	1y
Our Favorite Things...	3	1y
Events on Fort...	18	1y
Fit Lauderdale Beach	41	1y
Fun With Food	31	1y
Pack Your Bags	52	1y
Off Island Adventures	30	1y
360° of Fort...	36	1y
Fun In The Sun	29	1y
A Room With A View	21	1y
Backyard Vacation	26	1y
Beachside Bliss	34	1y
Spa Chic September...	31	1y
Vacation Memories	22	1y
The Beach Is So Boo-...	56	1y
Drink In The Fun	18	2y
(Unlabeled)	(Unlabeled)	(Unlabeled)
(Unlabeled)	(Unlabeled)	(Unlabeled)
(Unlabeled)	(Unlabeled)	(Unlabeled)
(Unlabeled)	(Unlabeled)	(Unlabeled)

2021 RECAP

EMAIL UPDATE



The Beach is your Catwalk, or in Cooper's case, a Dogwalk, Hello Dog Days of Summer on FTLBeach. MarieS.

- THINGS TO DO**
- DINING & NIGHTLIFE**
- PLACES TO STAY**
- GETTING AROUND**
- UPCOMING EVENTS**
- SPECIAL OFFERS**

AUGUST 2021

Greetings!

When the eighth month of the year rolls around, a little bit of melancholy sets in. The kids will be heading back to school in a few weeks. Those first summer vacation adventures are pushed down your Instagram feed. Even Pinterest posts call out August as "the Sunday of Summer" - so it's natural to think of it as an end.

Still August is kind enough to turn our frown upside down by giving us 31 Days of every day celebrations, and Happiness Happens Month. Plus, there are really 54 days until Fall takes over to squeeze in some extra summer fun. And with the annual **LauderDEALS** in full swing and 61 days strong - there are plenty of things to do and places to discover to make August *the Sunday (Funday) of Summer*.

To celebrate all these happy moments and memories yet to be made, starting August 1, we will share the things that make us happy on our **Instagram Page**. Think of it as a Happiness Happens Month takeover – and you are invited too! Simply follow and tag us in your photos, so we can share your Fort Lauderdale Beach finds, and what happiness means to you.

DESTINATION: Fort LauderDEALS Beach



Ooh, Ahh ... it's officially time to Dine & Spa. LauderDEALS is in full swing with the addition of [Dine Out Restaurant Month](#) and [Spa Days](#) beginning August 1. During the final two-months of the annual campaign, locals and visitors can now pair deals on places to stay and play with those to dine and shine. View the Guide and make the most of the next 61 days.



The Early Bird catches the Deal at Casablanca Cafe. 3-Course Dinner for \$35. Sun - Thur 5-7pm
 Dinner with a View and Live Music too at Spazio Italian Restaurant & Wine Lounge. Daily. 4-11pm.
 A trio of services at Heavenly Spa by Westin allow men to enjoy Spa Days too.

[VIEW THE GUIDE](#)

DOG DAYS OF SUMMER



We often hear about the "dog days" of summer, but few know what the expression means. The phrase is actually a reference that, during this time, the Sun occupies the same region of the sky as Sirius, which is part of the constellation Canis Major, aka, "Greater Dog." Ancient Romans believed Sirius gave off heat and added to the Sun's warmth. Thus, the term Dog Days of Summer came to mean the 20 days before and 20 days after this alignment of Sirius with the Sun - July 3 to August 11 each year.

History lesson and stars aside, we're *Sirius* about our four-legged friends, not just in the summer but all year-round. And we are pretty sure whoever coined that other famous phrase, "It's a dog's life," must have done so after a visit to Fort Lauderdale Beach.

[VIEW THE GUIDE](#)

LIVE LIKE A LOCAL: Touring FTLBeach with Chef Paula DaSilva



Hosted by The Ritz-Carlton, Fort Lauderdale Executive Chef, Paula DaSilva

Ever wonder where the locals go, even if you are a local? If you do, well we've got the inside scoop. Produced by Condé Nast Traveler in partnership with Visit Lauderdale and our City of Fort Lauderdale's BID, The Ritz-Carlton, Fort Lauderdale Executive Chef, Paula DaSilva, takes you on an 'insiders' walking tour to discover some of her favorite spots on and around Fort Lauderdale Beach to dine, stay and play.

[VIEW THE TOUR](#)

Summer Celebrations

Every Day is a Reason to Celebrate on FTLBeach



Oyster Day August 5. Enjoy a complimentary beer or glass of bubbly and a beachside view at Burlock Coast with your purchase of a dozen oysters.

A special bonus during **National Farmers Market Week (8/1-8/7)** is the **4th annual SOS Ocean Conservation Day** during the weekly Saturday Farmers Market.

A few days shy of August's full moon, **Movies by Moonlight** continues to shine as the latest free to the public event presented by the City of Fort Lauderdale BID.

[VIEW ALL EXPERIENCES](#)

www.MyFortLauderdaleBeach.com

Brought to you by the City of Fort Lauderdale Beach Improvement District

EMAIL OVERVIEW

2021

10,584

ACTIVE USERS 2021
Growth 4,836

28%

OPEN RATE
INDUSTRY AVERAGE 22.05%

19%

CLICK THROUGH RATE
INDUSTRY AVERAGE 0.94%

2020

5,748

SCRUB OF
-11,728 CONTACTS

2019

7,685

ACTIVE USERS 2019
Growth 3,538 over 2018

22%

OPEN RATE
INDUSTRY AVERAGE 22.05%

15%

CLICK THROUGH RATE
INDUSTRY AVERAGE 0.94%

As of November 2021

Travel & Tourism (passenger transport, accommodations, travel agencies, etc.)

OPEN CLICK BOUNCE

22.05% 0.94% 8.35%

MYFORTLAUDERDALEBEACH.COM
2021 | Report



EMAIL OVERVIEW

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile	Desktop	Clicks	Click %	Bounces	Bounce %	Unsub	Unsub %
12/30/2021 8:29	New Years Eve Guide	10552	3768	36.90%	17.50%	82.50%	560	14.90%	342	3.20%	23	0.20%
12/3/2021 10:27	December 2021 Insider	10297	3511	35.10%	21.10%	78.90%	572	16.30%	308	3.00%	25	0.30%
11/4/2021 9:11	November 2021 Insider	9980	2910	30.00%	28.20%	71.80%	510	17.50%	286	2.90%	22	0.20%
10/26/2021 12:55	Boat Show Issue	9246	2789	30.90%	30.90%	69.10%	385	13.80%	225	2.40%	26	0.30%
10/5/2021 8:32	October 2021 Insider	9694	2808	29.70%	35.00%	65.00%	666	23.70%	241	2.50%	22	0.20%
8/27/2021 14:20	September 2021 Insider	9329	2404	26.40%	43.70%	56.30%	443	18.40%	214	2.30%	24	0.30%
7/30/2021 11:05	August 2021 Insider	9148	2335	26.30%	37.70%	62.30%	394	16.90%	262	2.90%	38	0.40%
6/28/2021 8:57	July 2021 Insider	8823	2039	23.80%	41.60%	58.40%	439	21.50%	249	2.80%	23	0.30%
5/28/2021 9:13	June 2021 Insider	7957	2068	27.00%	39.80%	60.20%	446	21.60%	297	3.70%	32	0.40%
4/30/2021 10:43	May 2021 Insider	7421	1565	22.00%	39.30%	60.70%	310	19.80%	304	4.10%	17	0.20%
4/1/2021 13:05	April 2021 Insider	6247	1391	23.40%	39.30%	60.70%	244	17.50%	300	4.80%	6	0.10%
3/12/2021 9:12	March 2021 Insider	6810	1715	26.40%	36.60%	63.40%	349	20.30%	314	4.60%	21	0.30%
2/9/2021 12:11	Fort Lauderdale Beach Loves You!	5947	1514	26.60%	31.80%	68.20%	217	14.30%	259	4.40%	19	0.30%
2/1/2021 16:27	February 2021 Insider	5921	1514	26.70%	43.20%	56.80%	269	17.80%	254	4.30%	9	0.20%
			AVG	27.94%	34.69%	65.31%	415	18.16%	275	3.42%	22	0.26%
			TOTAL				5804					
			*IND AVG	20.44%				2.25%		8.35%		0.24%

VI. BID Manager Update

Tasha Cunningham

- **Marketing and Promotion with Grant Recipients**
- **Attachment:**
BID Funding Prospects 2021-2022

BID FUNDING PROSPECTS 2021-2022

APPLICANT		DESCRIPTION	2022 REQUEST	EVENT MONTH	NOTES	BID MEETING PRESENTATION DATE
OUTSTANDING REQUESTS						
1	Airshow 2022	Display of fighter planes etc. over Fort Lauderdale Beach	\$ 100,000.00	April 30- May 1	completed old application. Have not met with them.	FEB 14, 2022
2	Tortuga Music Festival	\$250,000 X 3 years = \$750,000	\$ 250,000.00	April 8 - 10	Ready to present.	JAN 10, 2022
3	Fleet Week Port Everglades	Navy ships come in for a week at port everglades, with schedule events with the military, they are proposing bringing opening ceremony event at the beach with a concern with navy band, to follow-up on end of airshow that day, on the 7 th will be hosting beach Olympics, brining people specifically.	\$ 15,000.00	May 1 & 7	Met with JW virtually. Explained event.	TBD
4	Fort Lauderdale documentary	Individual wrote a book on history of Fort Lauderdale, now making a documentary and seeking funds.	TBD	TBD	Dan Santoro. In contact with Tasha, needs to submit application.	TBD
5	Greater Fort Lauderdale Transportation Management Association	(PARTNERSHIP PROJECT) funding request, transportation consierge, hotels are providing info on restaurant, no available option for guest before they get here. Entail partnering with hotels, an available option for somone to book, to provide them with TMA contact to do transporation. Encourages guest to use public transportation. Funding staff member, possibly marketing materials. Preliminary stage, right now focusing efforts on visioning and implementation plan scheduled to be completed in July of 2022.	TBD	TBD	In contact with Tasha. Robyn Chiarelli (954) 494-9680	TBD
RECOMMENDED APPROVAL						COMMITTEE RECOMMENDED AMOUNT
1	Seaglass Experience	Wine event on the beach	\$ 25,000.00	January 22 & 23	November 8, 2021 BID Meeting	\$ 12,500.00
2	Greater Fort Lauderdale Wine and Food Festival	Food and Wine Festival to be held at the Las Olas Oceanside Park. Submitted \$180,000 ask, revised to original ask.	\$ 75,000.00	January 15 & 16	November 8, 2021 BID Meeting	\$ 75,000.00
3	Winterfest Inc.	Winterfest Parade Viewing and Festival	\$ 25,000.00	October 2021- Sept 2022	August 9, 2021 BID Meeting	\$ 25,000.00
4	rAv Communications	Las Olas Oceanside Park Activation - 96 events held at the Oceanside Park	\$ 190,500.00		August 9, 2021 BID Meeting	\$ 190,500.00
5	Audacy Operations Inc.	Audacy Beach Music Festival (YR1 \$300K, YR 2 \$250K, YR 3 K200K)	\$ 750,000.00	December 4 & 5	August 9, 2021 BID Meeting	\$ 300,000.00
TOTAL TO DATE						\$ 603,000.00

REV. 01.07.2021

VIII. Old/New Business

**Sarah Spurlock
Nighttime Economy
Manager**

- Introduction of Ingrid Kindbom
- Reminder January 13 Rebranding Workshop
- February Meeting Agenda Item Recommendations
 - 1) Airshow Funding Request \$100,000
 - 2) Las Olas Marina MOT Presentation

V. Adjournment

**Anna MacDiarmid
BID Chair**