



FORT LAUDERDALE
CONCOURS

Where cars & culture intersect.

ftibeach
Discover. Stay. Dine. Play.



On the Rooftop Terrace of the Las Olas Parking Garage.



FORT LAUDERDALE
CONCOURS

INAUGURAL EVENT **2021**

Brought to you by

ft|beach

Discover. Drive. Drive. Play.



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The Experience

The Fort Lauderdale Concours curated a rooftop art gallery with unique collectibles that represent innovative design and exciting trends in pop culture and luxury lifestyle. With stunning views of quintessential Fort Lauderdale.

30 iconic vehicles from the 50s to 90s sprinkled with a pre-war surprise

Collectible Sneaker Curation

Fine Art Gallery

Live Music & DJ

Fashion Flash Mob

Open Bar & Culinary Delights



Collector Car Industry Acceptance

"We have represented Evergreen Historic Automobiles and Passport Transport at literally hundreds of concours events over the years. Each was in some way unique, but I have never seen, or enjoyed one like the Fort Lauderdale Concours. We are looking forward to the next one!"

- Stephen Plaster, CEO Evergreen Investments, Lebanon, MO























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Year One Achievements

Established a world class and unique Concours that we believe can be a Fort Lauderdale Beach asset for years to come

Showcased quintessential Fort Lauderdale Beach from an amazing rooftop venue

Brought the venue to life

Put Fort Lauderdale "on the map" with the car collector community by delivering this unique and compelling event

Positioned and marketed Fort Lauderdale as a prime destination as we grow and strengthen the event

Partnered with Boat Show to offer its attendees an evening event and help the Concours get off to a good start

Exceeded our attendance goals with a combination of attracting car collectors/enthusiasts and boat show attendees

Enhanced family activity and provided opportunity for the expansion of tourist-related activity

Launched two automotive industry vehicle unveilings with Rolls Royce & Lotus



Financials

The BID grant funds were used to support costs associated with:

- marketing/advertising
- venue rental (parking garage)
- security services

Venue	10,000.00
Permits	1,000.00
Staff	8,250.00
Security	5,400.00
Furniture	24,705.00
Catering	35,020.00
Signage	18,359.00
Car Curator & Transport	1,060.00
Music - Band & DJ	5,750.00
Lighting & Electric	4,225.00
Advertising	8,335.00
Photography & Videography	3,600.00
Travel	21,340.00
Displays, Decor, Supplies & Swag	11,840.00
Cleaning & Garbage	1,750.00
Shuttle bus	1,350.00
Donations	5,000.00
Taxes & Fees	5,322.00
Office Expenses	5,067.00
Storage	500.00
Professional Fees	10,000.00
TOTAL	187,873.00

Advertising & Social Media

Endemic classic car publications -
Classic Motorsports & Sports Car Market

Travel Host

Facebook - ads and posts

Instagram - ads and posts

Google Ads



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WHERE
CARS & CULTURE
INTERSECT

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

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

PRESENTED BY

Hoeman
MOTORCARS
FORT LAUDERDALE

Denison
yachting

LOTUS

TRUIST

flbeach
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TIX & INFO: FTLConcours.com



A rooftop gallery of Cars & Culture not to be missed!
🚗 Classic cars ...See more



FTLCONCOURS.COM
Classic Car Show | Fort Lauderdale Concours | Fort... [LEARN MORE](#)

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Beautiful people. Beautiful cars. See and be seen at the inaugural Fort Lauderdale Concours. Where Cars & Culture ...See more



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What's Next - Our Objectives

Make the Fort Lauderdale Concours one of the top concours in the country

Near term - We need to replicate our year one success and grow paid attendance

Longer term - Possibly expand the footprint and scale throughout the beach

Collector Car Forum and Seminars

Car Auction

Thank you.

Beach Improvement Board
Transportation & Mobility
Parks & Recreation

FTLConcours.com

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