

An aerial photograph of Fort Lauderdale Beach, Florida, featuring a large cyan infinity symbol logo overlaid in the center. The scene includes a mix of modern high-rise buildings, a marina with numerous boats, and a wide promenade lined with palm trees. People are seen walking and relaxing on the beach and in the park area. The sky is overcast, and the overall atmosphere is that of a vibrant coastal city.

THE LOOP

FORT LAUDERDALE BEACH
INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN



21/22
SEASON



ANNUAL EVENTS
AT A GLANCE

FALL / WINTER

OCTOBER 2021

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

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

FTL Concours [Fri., Oct. 29]

Movies by Moonlight [Thu., Oct. 21]

Pumpkins & Palm Trees [Sat., Oct. 23]

NOVEMBER 2021

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

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

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

The Amazing Hunt [Sun., Nov 7]

FLIFF with Pride Movie Night [Thur., Nov 18]

Light Up the Beach [Tue., Nov 23]

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

Aubre + Danielle IRL Tour [Nov 27]

Chanukah Fest [Sun., Nov 28]

DECEMBER 2021

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

Oceanside Park Market [Dec 4, 11, 18]

Movies by Moonlight [Thu., Dec 2, 9, 16]

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

Winterfest Boat Parade Viewing [Sat., Dec 11]

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

New Years Eve [Fri., Dec 31]

JANUARY 2022

Oceanside Park Market [Jan., 1, 8, 22, 29]

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

FEBRUARY 2022

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

Glow with the Flow [Feb 15]

2nd Annual Fur the Love Pet Fest [Sun., Feb 20]

SPRING / SUMMER

MARCH 2022

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

Glow with the Flow [Mar 15]

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

ELEVATE: Wellness Day [Sun., Mar. 27]

APRIL 2022

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

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

Sunday by the Shore [April 8]

Glow with the Flow [April 14]

2nd Annual Spring Fling [Sat, April 16]

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

21/22
SEASON



ANNUAL EVENTS
AT A GLANCE

MAY 2022

Fleet Week [Sun., May 1 - Sat., May 7]
Friday Night Sound Waves [May 6, 13, 20, 27]
Alfa Romeo Grand Prix [May 6, 7, 8]
Oceanside Park Market [May 7, 14, 21, 28]
Glow with the Flow [May 15]
Senior Games [Wed., May 11 - Sun, May 22]
Great American Beach Party [Sat., May 28]

JUNE 2022

Friday Night Sound Waves [June 3, 10, 17, 24]
Oceanside Park Market [June 4, 11, 18, 25]
Glow with the Flow [June 12]

JULY 2022

Friday Night Sound Waves [July 1]
Oceanside Park Market [July 2, 9, 16, 23, 30]
4th of July Spectacular [Mon., July 4]
Glow with the Flow [July 12]
Movies by Moonlight [Fri., July 22]

AUGUST 2022

Oceanside Park Market [Aug., 6, 13, 20, 27]
Movies by Moonlight [Fri., Aug 26]

SEPTEMBER 2022

Oceanside Park Market [Sept., 3, 10, 17, 24]
Movies by Moonlight [Fri., Sept 23]

GRANT BREAKDOWN

Total Funding: \$190,500.00

Friday Night Sound Waves F/W 21 [13]	\$50,000
New Years Eve	\$7,500
Friday Night Sound Waves S/S 22 [16]	\$50,000
Pumpkins & Palm Trees	\$10,000
The Amazing Hunt FTLB	\$5,000
WONDERLAND [10]	\$50,000
Fur The Love Pet Fest	\$7,500
Spring Fling EGGstravaganza	\$7,500
Movies by Moonlight Series [3]	\$3,000

Average Spend Per Event: \$4,053.19

BID FUNDED EVENT DAYS: 47

Total LOOP Event Days: 130*

Excludes LOOP FIT Programming

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

f @theLOOPflb

#StayInTheLOOP

SIGNATURE EVENTS





BUDGET BREAKDOWN

Estimated Cost: \$191,630

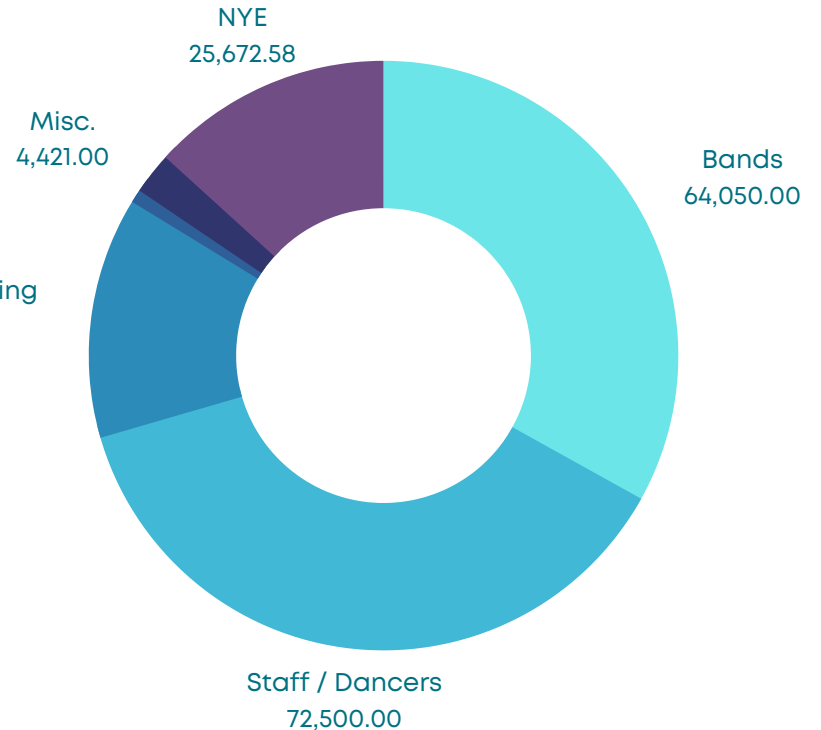
Actual Cost: \$193,682.88

Income: \$172,682.88

NET LOSS: \$21,000

BID Grant	\$107,500	\$50,000 + \$50,000 + \$7,500
Parks & Rec Ret.	\$29,000.00	+\$21,000.00
Elbo Room	\$10,000.00	Ari Contribution
FPL	\$10,000.00	
Humana	\$3,500.00	
FNSW Market Vendors	\$3,811.51	
Suntex Marinas	\$2,137.95	
Parker Bryant	\$1,963.06	
Polestar	\$1,000.00	
Flamingo Flea	\$898.00	
Broward Navy Days	\$491.90	
X-Mas Eve Tickets	\$464.64	
Amazing Hunt Profits	\$1,915.82	

PR/AD/Marketing
25,629.30





PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$1,162.54

Impressions: 108,718 - **CPI: \$0.01**
Reach: 76,432 - **CPR: \$0.015**
Link Clicks: 3,264 - **CPC: \$0.35**

ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$11,550.00 [50% cost x 7 mo.]

Dedicated Placements: 500

Est. Impressions: 1,084,010,584

Est. Value: \$10,075,239.33 [**87,131.51 % ROI**]

CBS Miami

City & Shore, Online

Daily Advent

Downtown FTL Weekly, Newsletter

Facebook, @Weekendbroward

Fort Lauderdale Illustrated

Fort Lauderdale Magazine

Fort Lauderdale on the Cheap

Go Riverwalk

Go Riverwalk, Newsletter

Go Riverwalk, Online

Good News Florida, Newsletter

Hot Spots

Instagram, @Venicemagftl

La Familia de Broward

Livingfla.com

Local10

Local10.com

Luxury Guide USA, Newsletter

Luxury Guide USA, Online

Macaroni Kid

Macaroni Kid, Newsletter

Miami Living, Online

Miami New Times

Miami on the Cheap

Miami.com

Miami's Patch

Munchkin Fun

Newsbreak

Patch

Patch Miami

Patch, Newsletter

Soul of Miami

South Florida Events

South Florida Family Life

South Florida Parenting

South Florida Reporter

Stepping Out Florida

Sun Sentinel, Online

Sun Sentinel, Newsletter

Sun Sentinel, Print

The Weekend Broward

Thrillist

Thrillist, Newsletter

Venice Magazine

Venice Magazine, Newsletter

Visit Lauderdale

Weekend Broward Palm Beach

WSFL-CW - 2 Airings

[WSFL-TV, Online](#)

WSVN-FOX - 6 AIRINGS DECO DRIVE

[WSVN-FOX, Online](#)

Yahoo! Deportes

Yahoo! News

Yelp

Yelp Miami



CONCERTS - 30

Including Christmas Eve & NYE

Eventbrite Tickets Claimed

Total: 6,264

New Years Eve: 2,507

Christmas Eve: 404

Website Page Views:

CHRISTMAS EVE CONCERT



[Video Link](#)

A WONDROUS
LAND OF
MAGICAL
EXPERIENCES



WONDER
LAND



BUDGET BREAKDOWN

Estimated Cost: \$87,400

Actual Cost: \$73,571.12

Income: \$66,510.52

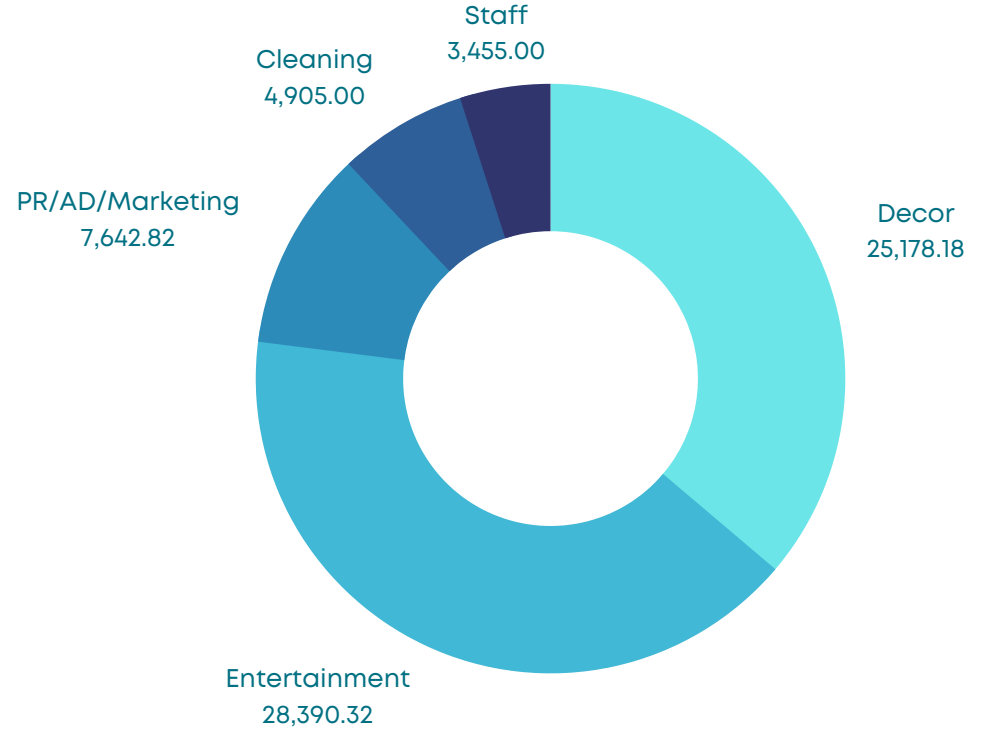
Net Loss: \$7,060.60

BID Grant	\$50,000
Parks & Rec Ret.	\$4,000
Broward Cultural Div.	\$5,000
Polestar	\$3,800
X-Mas Tickets	\$2,285.52
The Market Co.	\$1,425

\$7,060.60
Ari Contribution

4 WEEKENDS

MUSIC & DANCE PERFORMANCES - 12 + FNSW
HOLIDAY MARKET DAYS - 12
SANTA SIGHTINGS - 9
MOVIE NIGHTS - 3
CHRISTMAS NIGHT CONCERT, SPONSORED





PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$624.00

Impressions: 46,421 - **CPI: \$0.013**
Reach: 26,708 - **CPR: \$0.023**
Link Clicks: 1,807 - **CPC: \$0.345**

EVENTBRITE FREE TICKETS

Movie Nights - 3; Total: 857

ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$3,300.00 [monthly retainer]

Dedicated Placements: 101
Est. Impressions: 188,610,411
Est. Value: \$1,367,207.30 [**41,330.52% ROI**]

CityBiz	Modern Boca Mom
Fort Lauderdale Illustrated, Newsletter	Newsbreak
Fort Lauderdale Magazine, Online	Patch
Fort Lauderdale Magazine, Print	Patch, Newsletter
Fort Lauderdale on the Cheap	Soul of Miami
Fun 4 Miami Kids	South Florida Business & Wealth
Go Riverwalk	South Florida Events
La Familia de Broward	South Florida Family Life
Lifestyle Media Group	South Florida Parenting
Lifestyle Media Group, Newsletter	South Florida Reporter
Lifestyle Media Group, Print	Sun Sentinel , Print
LivingFla	Sun Sentinel, Newsletter
Local10	Thrillist
Luxury Guide USA	Visit Lauderdale
Luxury Guide, Newsletter	Waterfront Times
Macaroni Kid	Yahoo! News
Miami.com	Yelp





[Video Link](#)



MAJOR EVENTS





BUDGET BREAKDOWN

Estimated Cost: \$20,900

Actual Cost: \$17,348.18

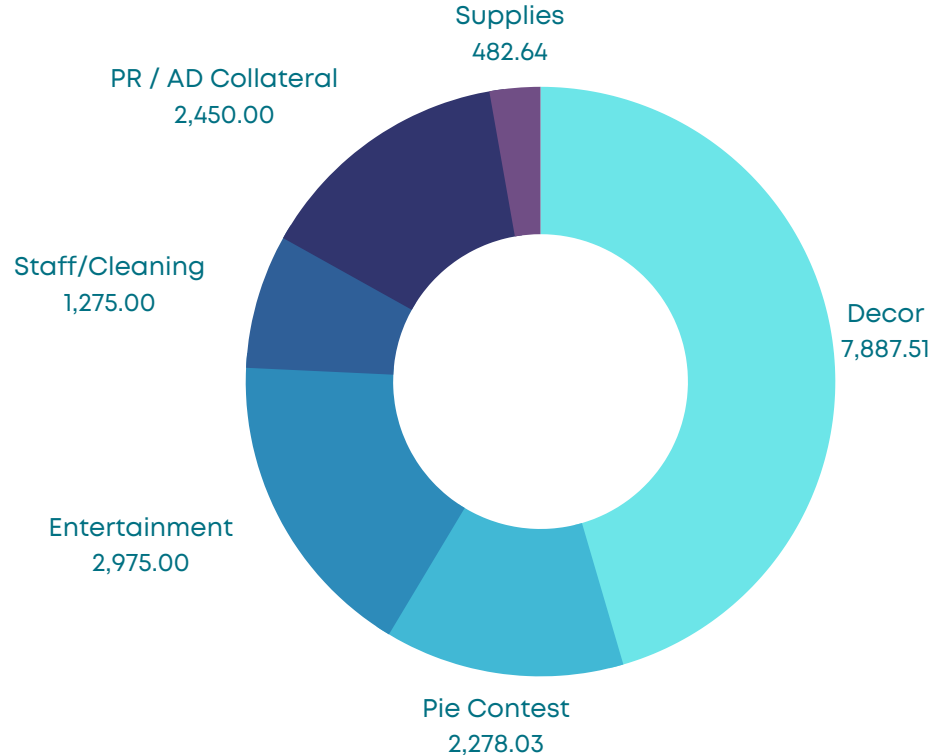
Income: \$17,348.18

NET \$0.00

BID Grant	\$10,000
FRLA	\$1,500
Pay By Phone	\$1,500
The Market Co.	\$1,319.17
Pumpkin Sales	\$229.01
Humana - move	\$2,800

ACTIVITIES:

- Pumpkin Patch, Photo Opportunities, Live Music
- Family Activities with Museum of Discovery
- Contests, Games. Giant Corn Maze
- Halloween Trick or Treat Trail
- Fall Cooking Demos
- Pie Baking Competition





PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$0.00

Impressions: 27,579
Responses: 2,073

Eventbrite Free Tickets: 1,638

EB Page Views: 3,795

Website: 725 Page Views

ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$1,650. [50% monthly retainer]

Dedicated Placements: 42

Est. Impressions: 936,316,243

Est. Value: \$336,955.42 [**20,321.54 % ROI**]

Broward Arts Calendar

City Biz

Facebook, I'm Not Your Boring Newspaper

Fort Lauderdale DDA, Newsletter

Fort Lauderdale Magazine

Fort Lauderdale On The Cheap

Fun for Miami Kids

Go Riverwalk

LivingFla.com

Local 10

Local Mom Scoop

Luxury Guide

Macaroni Kid

Macaroni Kid, Newsletter

Miami Living Magazine

Miami.com

MSN

Munchkin Fun

My Area Network: 954

Patch

Patch, Newsletter

Shibley Smiles

Social Miami

SoFlaNights.com

SoFlaNights.com, Newsletter

South Florida Family Life

South Florida Reporter

Sun Sentinel, Newsletter

Sun Sentinel, Online

Sun Sentinel, Print

Sunny.org

Thrillist, Newsletter

WLRN

Yelp



FUR THE LOVE PET FEST

Presented by **ftlbeach**
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE BEACH BUSINESS IMPROVEMENT DISTRICT



Hosted by Tour with Teddy, benefiting
 100+ Abandoned Dogs of Everglades Florida Rescue

BUDGET BREAKDOWN

Estimated Cost: \$20,750

Actual Cost: \$15,644.58

Income: \$18,011.41

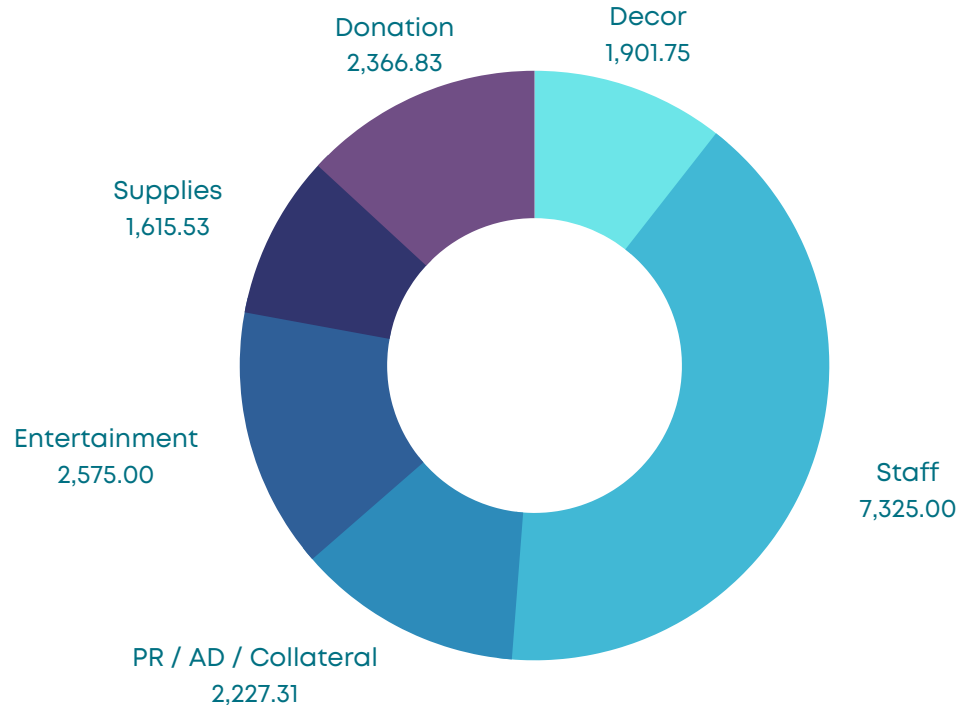
NET DONATION \$2,366.83

BID Grant	\$7,500
Parks & Recreation	\$2,000
Vendors / Sponsors	\$4,485
Ticket Sales	\$3,301.41
In-Kind	\$725

\$2,000.00
 Ari Contribution

ACTIVITIES:

- Vendor Booths
- Dog Yoga
- Live Music
- Photo Experiences, Selfie Stations
- Fashion Show
- VIP Sunday Funday Brunch
- Pre-Event Online Photo Contest



FUR THE LOVE PET FEST

Presented by **ftlbeach**
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT



Hosted by Tour with Teddy, benefiting
100+ Abandoned Dogs of Everglades Florida Rescue

PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$250.00

Impressions: 42,954 - **CPI: \$0.0058**
Reach: 28,759 - **CPR: \$0.0087**
Link Clicks: 1,401 - **CPC: \$0.17**

Eventbrite Donations: 338

EB Page Views: 4,056

Website Page Views: 3,973

ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$1,650. [50% monthly retainer]

Dedicated Placements: 68

Est. Impressions: 70,616,095

Est. Value: \$1,050,516,85 [**6,366,668.79% ROI**]

Broward New Times
CityBiz
Facebook, @INYBN
Fort Lauderdale Illustrated, Print
Fort Lauderdale Illustrated, Newsletter
Fort Lauderdale Magazine
Fort Lauderdale on the Cheap
Go Riverwalk
Go Riverwalk, Newsletter
Instagram @Manifeast_destiny
Instagram, @DarrenHeitner
Instagram, @Floridadatenight
Instagram, @Floridadatenight
Instagram, @Floridadatenight
Instagram, @Nile_Fortner
Instagram, @TheLauderdaleLocal
Instagram, @Venicemagftl
La Familia De Broward
Lifestyle Media Group
Lifestyle Media Group, Newsletter

Livingfla.com
Local10.com
Luxury Guide USA
Macaroni Kid
Miami Living Magazine
Miami New Times
Miami on the Cheap
Miami.com
MSN
Munchkin Fun
Newsbreak
Patch
Selecta Magazine
Social Miami
Sofla Nights
Sofla Nights, Newsletter
Soul of Miami
S Florida Business Journal
South Florida Family Life

South Florida Insider
South Florida Reporter
Sun Sentinel, Online
Sun Sentinel, Newsletter
Sun Sentinel, Print
South Florida Parenting
USA News Lab
Visit Lauderdale
Weekend Broward
WLRN
WSVN-FOX - Aired 2 times
WSVN-FOX, Online
WTVJ-NBC
Yelp





BUDGET BREAKDOWN

Estimated Cost: \$21,750

Actual Cost: \$12,713

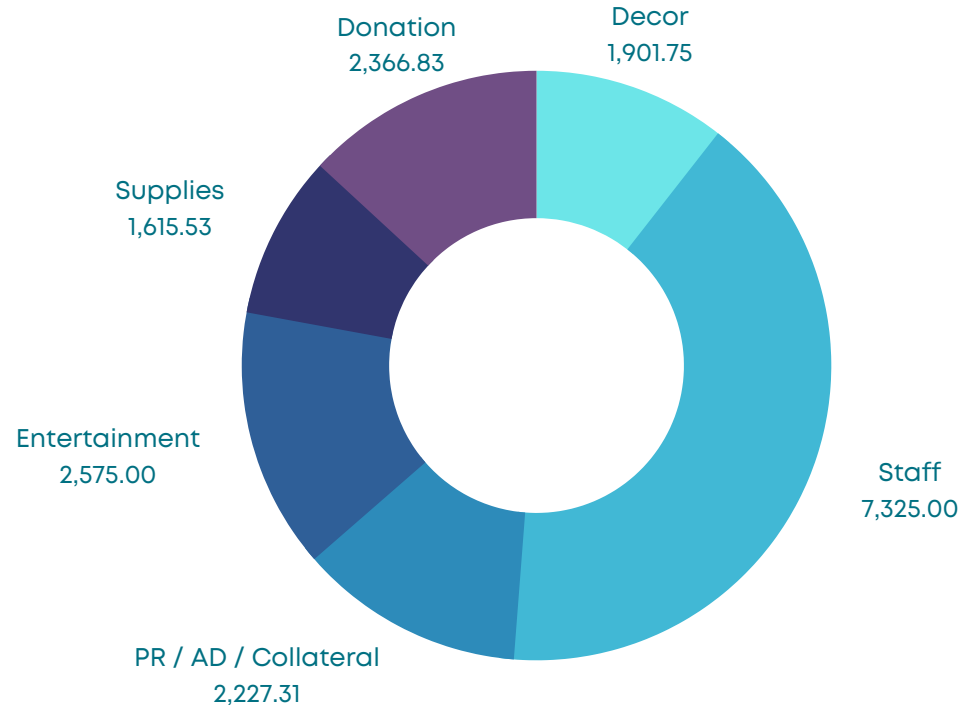
Income: \$12,713.00

BID Grant	\$7,500
Parks & Recreation	\$3,000
Humana - moved	\$1,500
Ticket Sales	\$435.76
NY Life	\$250
OTC4Me - moved	\$27.45

\$3,000
Ari Contribution

ACTIVITIES:

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





ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$1,650. [50% monthly retainer]

Dedicated Placements: 58

Est. Impressions: 281,007,943

Est. Value: \$1,676,827.85 [**6,366,668.79% ROI**]

PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$101.00

Impressions: 9,371 - **CPI: \$0.011**
Reach: 6,064 - **CPR: \$0.016**
Link Clicks: 130 - **CPC: \$0.77**

Eventbrite Free Ticket: 1,188

EB Page Views: 1,396

Website Page Views: 1,429

Fort Lauderdale Magazine
Fort Lauderdale on the Cheap
Go Riverwalk
Livingfla.com
Local10.com
Luxury Guide USA
Macaroni Kid
Miami.com
Newsbreak
Patch
Patch Miami
Soul of Miami

South Florida Family Life
South Florida Reporter
Sun Sentinel, Online
Sun Sentinel, Print
Venice Magazine, Online
Visit Lauderdale
Yahoo! News
Yelp Miami



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Plunge

spazio

FORT LAUDERDALE

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FORT LAUDERDALE BEACH

CREATIFORT LAUDERDALE
COUNTY OF LAUDERDALE
COMMUNITY DEVELOPMENT
BEACH COUNCIL

Thank you to Our Sponsors

The Flitzing
HUNT
FtLbeach
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT

paybyphone

LOOP
FORT LAUDERDALE BEACH





BUDGET BREAKDOWN

Estimated Cost: \$12,450

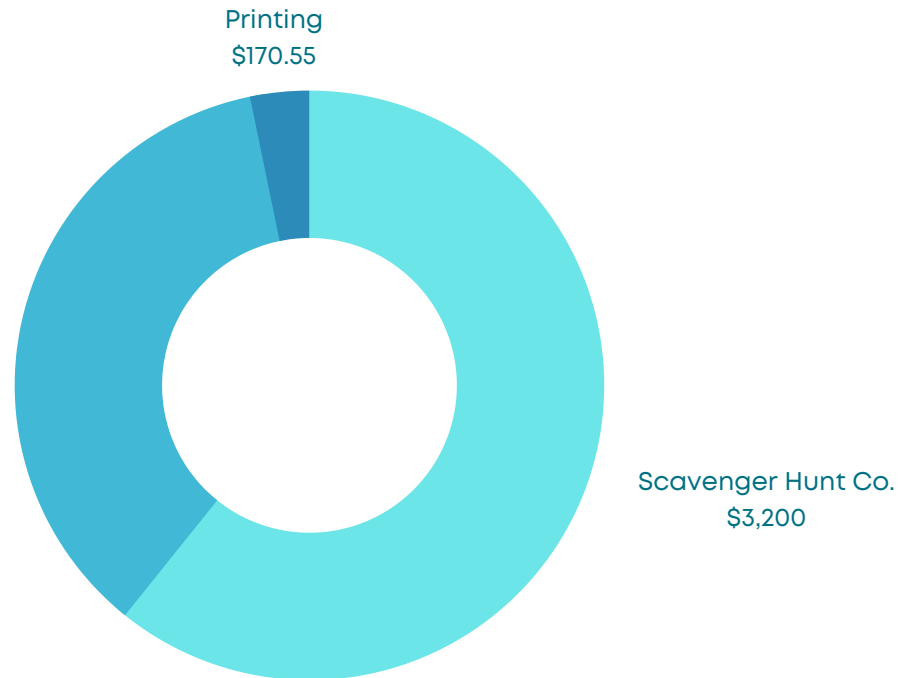
Actual Cost: \$5,767.39

Income: \$7,997.79

Net Profit: \$2,230.40

BID Grant	\$5,000.00
Ticket Sales	\$547.79
Event Sponsors	\$2,450.00

PR/Marketing
\$1,896.00





PRINT

Go Riverwalk Magazine
Las Olas Boulevard & The Isles
Sun-Sentinel

SOCIAL MEDIA - \$246.00

Impressions: 19,302 - **CPI: \$0.013**
Reach: 13,723 - **CPR: \$0.018**
Link Clicks: 182 - **CPC: \$1.35**

Eventbrite Ticket Sold: 62

EB Page Views: 753

Website Page Views: 524

ADVERTISING BREAKDOWN

PUBLIC RELATIONS - \$1,650. [50% monthly retainer]

Dedicated Placements: 36
Est. Impressions: 20,418,448
Est. Value: \$70,344.53 [**4,163.30% ROI**]

Boca Magazine
City Biz
Fort Lauderdale Illustrated, Newsletter
Fort Lauderdale Illustrated, Online
Fort Lauderdale on the Cheap
Instagram, @TheLauderdaleLocal
Instagram, @TheLauderdaleLocal
Instagram, @Lifestylemagfl
Instagram, @Luxuryguideusa
Instagram, @Luxuryguideusa
Instagram, @Tastytravels
Instagram, @TheLauderdaleLocal
Lifestyle Media Group, Newsletter
Lifestyle Media Group, Online
Local 10
Luxury Guide
Miami Living Magazine, online

Miami.com
Newsbreak
Patch
Shibley Smiles
Social Miami
Soul of Miami
South Florida Business & Wealth, Newsletter
South Florida Reporter
Sun Sentinel, Online
Sun Sentinel, Print
Sun Sentinel, South Florida Events
Sun Sentinel, South Florida Family & Kids Events
The Soul of Miami
Weekend Broward
Weekend Broward, Facebook
WSFL-TV, Online
Yelp

MOVIES *by* MOONLIGHT

presented by **ftlbeach**

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



JULY 22
7:45 PM

Dog Days

AUGUST 26
7:30 PM

**BEST IN
SHOW**



SEPTEMBER 23
7:30 PM

**THE SECRET
LIFE OF
PETS**

Hosted by @tourwithteddy

Sponsored by





BUDGET BREAKDOWN - EST.

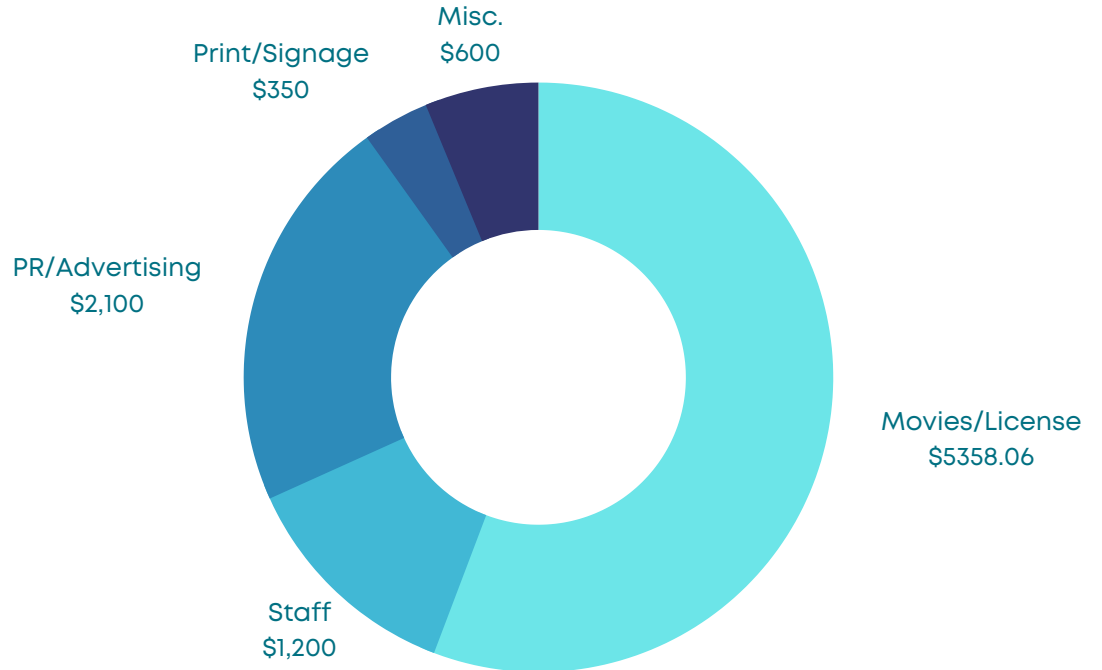
Estimated Cost: \$11,300

Actual Est. Cost: \$9,608.06

Income: \$7,294.06

Est Net Loss: \$14.06

BID Grant	\$3,000
Humana	\$547.79
Petwell Clinics	\$750
New York Life	\$750
We Florida Financial	\$750
Blue Moon Adventures	\$300
Elevate Profits	\$744.06
Est. Vendor Income	\$1,300
Est. Raffle Ticket Sales	\$1,000



An aerial photograph of Fort Lauderdale Beach at dusk. The scene is dominated by a large, cyan-colored infinity symbol logo that is the central focus. The background shows a mix of urban architecture, including a prominent white building with a grid of windows and a sign that reads "COURTYARD Marriott". To the right, there's a large, modern white apartment or hotel building. The foreground and middle ground are filled with palm trees, paved walkways, and people walking. A marina with several boats is visible in the distance. The sky is a soft mix of orange, pink, and blue, suggesting the time is either dawn or dusk. The overall atmosphere is vibrant and modern.

THE INFINITY LOOP

FORT LAUDERDALE BEACH
INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN



LOOK WHAT WE CAN DO IN '22

One-time investment, or recurring micro-sponsorship, to support ongoing public health initiatives, cultural experiences and special events, as well as new opportunities to enhance and promote the LOOP as a gathering space for our community and visitors year-round.

- \$22 / One Time
- \$22 / Month = \$264
- \$22 / Week = \$1,140
- \$2,022 Year = \$2,022
- \$2,022 Quarter = \$8,088

SPONSORS / INCOME FY 21/22 **\$100,010.27****
EST. FISCAL YEAR EVENT COSTS: **\$375,00.00**

FPL	\$10,000.00	Christmas Eve Tickets	\$464.64
Elbo Room	\$10,000.00	Christmas Day Tickets	\$2,286.00
Broward Cultural	\$5,000.00	Flamingo Flea Vendors	\$898.00
FRLA	\$1,500.00	Pumpkin Sales	\$229.01
Pay By Phone	\$1,500.00	Amazing Hunt Tickets	\$547.79
Humana	\$8,800.00	Amazing Hunt Sponsors	\$2,450.00
Parker Bryant	\$2,022.00	Pet Fest Vendors	\$4,485.00
Broward Navy Days	\$500.00	Pet Fest Tickets	\$2,884.10
PetWell Clinic	\$2,022.00	Pet Fest Sponsors	\$775.00
NewYork Life	\$2,022.00	Easter Tickets	\$435.76
We Florida Financial	\$2,022.00	Easter Sponsors	\$250.00
OTC4Me	\$1,044.00	Elevate Vendors	\$2,215.00
Natura Dermatology	\$500.00	Friday Market	\$3,811.51
Blue Moon Adventure	\$2,022.00*	Elevate Profits	\$744.06
Polestar	\$4,800.00	Amazing Hunt Profit	\$2,230.40
Suntex	\$2,500.00	Movies Vendors EST	\$1,200.00
CSC Broward	\$2,000.00	Movie Raffle EST	\$1,000
FLIPANY	\$1,500.00	Sat. Market 10% EST	\$14,000.00

*12 mo./\$168.50

** BID / City Removed