

 Audacy

BEACH FESTIVAL

 ftbeach | RECAP

Discover. Stay. Dine. Play.



Audacy
BEACH FESTIVAL

OVER 25,000
FESTIVAL ATTENDEES

2 DAY FESTIVAL
ON THE BEACH

1 MILE⁺ WHITE SANDY BEACHES
AN OCEAN OF TURQUOISE WATER

23 TOP TIER ARTISTS
ON 2 STAGES

20 SPONSOR
ACTIVATIONS

DONATED \$22,000
TO SUSTAINABILITY OCEAN PRESERVATION ORGANIZATIONS



Dedicated to Saving the Planet

The Audacy Beach Festival aligned with our 1Thing platform to spread the word on how we can all make a strong impact on our environment.

In an effort to promote ocean conservation, Audacy's 1Thing initiative teamed up with [Celebration of the Sea Foundation](#) (CSF), the [Guy Harvey Ocean Foundation](#) (GHOF) and Reverb.org, to promote ocean conservation and sustainability.

In an effort to reduce deforestation, the festival went paperless. One dollar from each ticket sold went to Reverb's Music Climate Revolution campaign to support clean energy and carbon fighting projects resulting in a **donation of \$14,000+**.

\$8,000 was raised in the sale of Audacy Beach Festival reusable water bottles, which benefited the ocean conservation and educational initiatives through the Celebration of the Sea and Guy Harvey Ocean Foundation. Excess food was rescued by Faith Farm Ministries and a donation to Conservation International will plant a tree for every festival attendee!



National Reach of **Alt Music** Fans in Top Markets

Dallas — KVIL-FM

Detroit — WDZH-FM

Kansas City — KRBZ-FM

Las Vegas — KXTE-FM

Los Angeles — KROQ-FM

Miami — WSFS-FM

New York — WNYL-FM

Orlando — WQMP-FM

Portland — KNRK-FM/HD2

Richmond — WRXL-FM

Sacramento — KKDO-FM

San Diego — KBZT-FM

Seattle — KNDD-FM



13 Audacy Alternative
Stations Nationwide



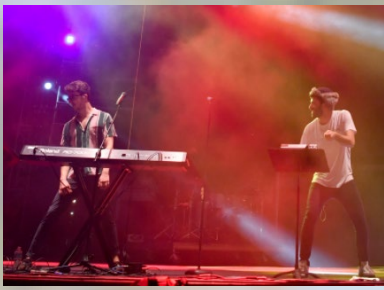
2021 Performers



WEEZER



LIL NAS X



AJR



WALK THE MOON



TWENTY ONE PILOTS



BLEACHERS



GLASS ANIMALS



MODEST MOUSE



THE LUMINEERS



STEVE AOKI



MOD SUN



TAI VERDES



THE REGRETTES



WILLOW



MILKY CHANCE



YUNGBLUD



BASTILLE



CANNONS

National Coverage Across Major Media Outlets

PRESS COVERAGE IN:

- People
- Billboard
- ExtraTV
- Complex
- Entertainment Tonight
- BuzzFeed
- Uproxx
- Celebretainment
- Page Six
- Nylon
- Just Jared
- Daily Mail

Local Coverage Across Major Media Outlets

PRESS COVERAGE IN:

- South Florida Sun Sentinel
- My Fort Lauderdale Beach
- Radio Facts
- Media Confidential



Audacity Rocked FTLBeach

Audacity rocked a weekend of live music on the beach during its inaugural "Audacity Beach Festival" in Fort Lauderdale, FL on December 4 and 5. The two-day event was powered by performances from Twenty One Pilots, Lil Nas X, Weezer, The Lumineers, Glass Animals, Modest Mouse, Bleachers, Steve Aoki, AJR, Bastille, Yungblud, Walk the Moon, Cold War Kids,



Log In Sign Up



Audacity Rocks Fort Lauderdale Beach for Inaugural "Audacity Beach Festival"

Performances from Twenty One Pilots, Lil Nas X, Weezer, The Lumineers, Glass Animals and More Fill Weekend of Music on the Sand

December 05, 2021 11:07 PM Eastern Standard Time

PHILADELPHIA--(BUSINESS WIRE)--Audacity rocked a weekend of live music on the beach during its inaugural "Audacity Beach Festival" in Fort Lauderdale, FL on December 4 and 5. The two-day event was powered by performances from Twenty One Pilots, Lil Nas X, Weezer, The Lumineers, Glass Animals, Modest Mouse, Bleachers, Steve Aoki, AJR, Bastille, Yungblud, Walk the Moon, Cold War Kids, Tai Verdes, MOD SUN, Milky Chance, Willow, Beabadoobee, Cannons, The Reettes. airt in red and Daisv the Great.



Willow Smith rocks crop-top and tiny denim skirt at Audacity Beach Festival in Fort Lauderdale... and describes craziest fan encounter

By Cassie Carpenter For Dailymail.Com
17:21 05 Dec 2021, updated 20:35 05 Dec 2021



755 shares

138 comments

Willow Smith found a fashionable way to beat the 80F-degree humid Florida weather while

Exclusive Social Content

The event created buzz throughout social media – including among its supersized performers!

Whether answering fan-submitted questions, playing “Fandom Flirts”, or giving shout-outs, headliners engaged with fans on our social channels during an exclusive pre-show party.



Audacy @Audacy

.@LilNasX took us inside the making of his iconic TikTok with @normani, @chloebailey, @oliviadrogo, @jackharlow, @anitta, @tinashenow + @avrilavigne during his chat with @KevanKenney at @Audacy #BeachFestival 🎉



0:49 45.1K views

Audacy @Audacy

One of our favorite moments of the night! #BeachFestival

@twentyonepilots | @tylerrjoseph



1:33 3.9K views

Audacy @Audacy

.@yungblud read your thirsty tweets during the Audacy @BeachFestival game, ‘Fandom Flirts’! Check out his reactions 🐱 #BeachFestival



0:59 3.1K views

twenty one pilots @twentyonepilots

our last show of the year, hope to see you next year at a show in your town 📍 last night we closed out the main stage at @beachfestival



fort lauderdale, florida
our final show of 2021

0:45 53.3K views

bleachers @bleachersmusic


smth from @beachfestival! last bleachers performance of 2021 was crazy #bleachersontour



0:30 5.1K views

weezer @Weezer

Weezer FL Pt2 - Audacy @beachfestival! 📷: Chris Casariego (Weezer Fan Club #6272). Via the WFC, Chris won a photo pass, and gets his shots out to the world today! #karlscorner [the WFC app is free & super limited holiday merch drop now open to all w/app, not just Club members!]



0:30 5.1K views

ECONOMIC IMPACT

ROOM NIGHTS

| # OF VISITORS

| REVENUE

| JOBS

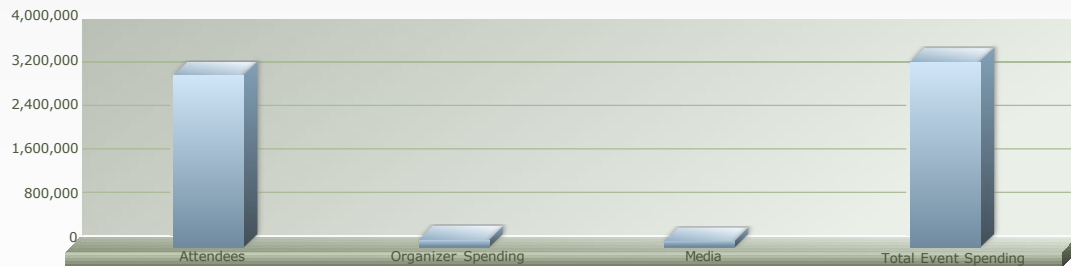


Economic Impact

Event Summary			
Event Name:	Audacy Beach Festival	Business Sales (Direct):	\$3,433,836
Organization:	Audacy Inc.	Business Sales (Total):	\$5,583,797
Event Type:	FCE: Performing arts	Jobs Supported (Direct):	1,759
Start Date:	12/03/2022	Jobs Supported (Total):	2,331
End Date:	12/04/2022	Local Taxes (Total):	\$148,298
Overnight Attendees:	10701	Net Direct Local Tax ROI:	\$128,475
Day Attendees:	1599	Est. Room Nights Demand:	11,155

Direct Business Sales			
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Attendees Spending:	\$3,177,616	Exhibitor Spending:	\$117,631
Organizer Spending:	\$138,589	Total Event Spending:	\$3,433,836



Source

Estimated Room Demand Metrics	
Room Nights Sold:	11,155
Room Pickup (block only):	0
Peak Room Nights:	6,295
Total Visitor Days:	20,163



FINANCIALS

ON STAGE | ON SITE | ON AIR | DIGITAL



Financials P&L 2021

Artists / Talent	
Headline	\$ 400,000
Support	\$ 965,000
TOTAL	\$ 1,368,000
Venue - Fixed Costs	
Box Office - Ticket Takers	\$ 23,898
Catering - Talent	\$ 41,907
Clean-Up	\$ 42,100
Dressing Rooms	\$ 27,680
Equipment Rentals	\$ 94,845
EMS	\$ 45,120
Event Services	\$ 10,749
Fire Marshall	\$ 1,594
Labor	\$ 47,900
Miscellaneous	\$ 48,010
Police	\$ 48,401
Power	\$ 90,586
Production	\$ 312,717
Radios	\$ 7,549
Rent	\$ 128,187
Security	\$ 217,957
Stage	\$ 133,938
Stagehands	\$ 199,000
Staff (Other)	\$ -
Sound & Light	\$ 262,280
Runners	\$ 12,601
Wifi	\$ 20,670
TOTAL	\$ 1,817,689

Venue - Variable Costs	
ASCAP/BMI/SESAC	\$ 15,832
Fencing & Stanchions	\$ 27,644
Insurance	\$ 38,009
Permits	\$ 14,899
Portable Toilets	\$ 55,266
Sales Tax	\$ 155,330
Ticket Surcharges	\$ 226,144
TOTAL	\$ 533,124

Audacy Expense	
Airfare	\$ 32,389
Catering - Hospitality	\$ 25,861
Charity Donation	\$ 14,604
Credentials/Passes/Lanyards	\$ 15,959
Equipment Rental	\$ 139,296
Event Production	\$ 89,693
Hotel	\$ 276,451
Manager(s)/Producer(s)	\$ 90,000
Marketing (Media Kits / Advertising)	\$ 36,500
Merch (cost prior to sale)	\$ 51,573
Miscellaneous	\$ 16,050
Parking	\$ 33,780
Photography	\$ 8,000
Signage	\$ 75,371
Sponsor Activation	\$ 92,207
Video - Digital	\$ 54,762
Wristbands	\$ 7,368
Total	\$ 1,059,863
COVID Expenses	\$ (43,015)

P&L SUMMARY	Post Event Actual
SPONSORSHIP REV	\$ 1,669,000
ATTENDEE REVENUE (Tix, Merch, etc...)	\$ 3,161,695
EVENT REVENUE TOTAL	\$ 4,830,695
EXPENSE (inc trade)	\$ 4,732,661
NET INCOME	\$ 98,034
PROFIT MARGIN (NS+TIX ONLY)	2%

CAMPAIGN HIGHLIGHTS

ON STAGE | ON SITE | ON AIR | DIGITAL



On-Air Promotions

“Fort Lauderdale Beach” was mentioned in virtually every promo for months leading up to the event.

5,679

Promotional Mentions

29,183,800

Promo Impressions (A18+)



Promo #1



Promo #2



Digital Display Ads

Engaging with passionate fans **digitally and beyond**

SEE YOUR FAVORITE ARTISTS LIVE ON FORT LAUDERDALE BEACH

Audacy

BEACH FESTIVAL

ftlbeach
Discover. Stay. Dine. Play.

SWEDISH HOUSE MAFIA

TWENTY ONE PILOTS

GET TICKETS

DECEMBER 4 & 5

Audacy

BEACH FESTIVAL

ftlbeach
Discover. Stay. Dine. Play.

DECEMBER 4 & 5

GET TICKETS

SEE YOUR FAVORITE ARTISTS LIVE ON FORT LAUDERDALE BEACH

Audacy

BEACH FESTIVAL | DEC. 4 & 5

TWENTY ONE PILOTS
SWEDISH HOUSE MAFIA

GET TICKETS

ftlbeach
Discover. Stay. Dine. Play.

8,750

Display Ads

Clicks Delivered

7,466,547

Display Ads

Impressions Delivered

0.12%

Display Ads CTR



Reaching Fans Before the Event


BID had its own webpage on the Audacy Beach Festival website, giving ticket buyers the opportunity to engage directly with local spots even before getting to the event. Plus, the FTL Beach logo was given prime placement on the event website.

Audacy

Audacy Beach Festival / Fort Lauderdale Beach

Fort Lauderdale Beach


Places to Stay




Looking for the perfect hotel for your Audacy Beach Music Festival experience? Stay steps from the stage on Fort Lauderdale Beach, with more than 2 dozen hotel options ranging from luxe-resorts and boutique hotels to superior small lodging.

Things To Do

Seekers of water sport and dining adventures, outdoor activities, or a relaxing place to chill, are just a bike or boat ride away from countless **places to discover**, dine, party, and play along Fort Lauderdale Beach before and after attending the Audacy Beach Music Festival. Plus, with a full calendar of events and activities at the new Las Olas Oceanside Park and around town, you never have to go far to be at the heart of it all.




OUTDOOR ADVENTURES



Adventurous spirits can climb aboard a wave runner, parasail over the shoreline, and take in the deep sea on fishing or SCUBA* diving excursions.

BEACHSIDE DINING



From alfresco brunch to surfside happy hour, quaint cafes, and chef-driven haunts, eclectic selection of dining options blend local and global flavors deliciously with a vacation vibe.

Audacy

Audacy **BEACH FESTIVAL**

Line Up Experience Info Getting Here Sponsors Q

Audacy Beach Festival / Sponsors

Sponsors

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

ft!beach
Discover. Stay. Dine. Play.

DEMESMIN & DOVER
LAW FIRM

Ford

Budweiser

BUD LIGHT SELTZER

VEZA SUR
BREWING CO.

CUTWATER SPIRITS

On-Site

Interacting with enthusiastic fans

In addition to having videos run on each stage on both days of the festival, the FTL Beach logo was also included on the rideshare directional signage directing attendees from the event!



% of Tickets Bought

Ticket sale locations for Audacy Beach Festival

Florida Counties by %

County	% of Total	% of Florida
Broward	33.52%	52.95%
Miami Dade	13.09%	20.68%
Palm Beach	11.52%	18.20%
Orlando	0.72%	1.15%
Gainesville	0.35%	0.55%
Treasure Coast	1.17%	1.86%
Jacksonville	0.97%	1.53%
Naples/Ft Myers	1.06%	1.68%
Tampa	0.29%	0.46%
Florida Keys	0.24%	0.38%
St Augustine	0.17%	0.27%
Tallahassee	0.15%	0.24%
Pensacola	0.05%	0.07%

States by %

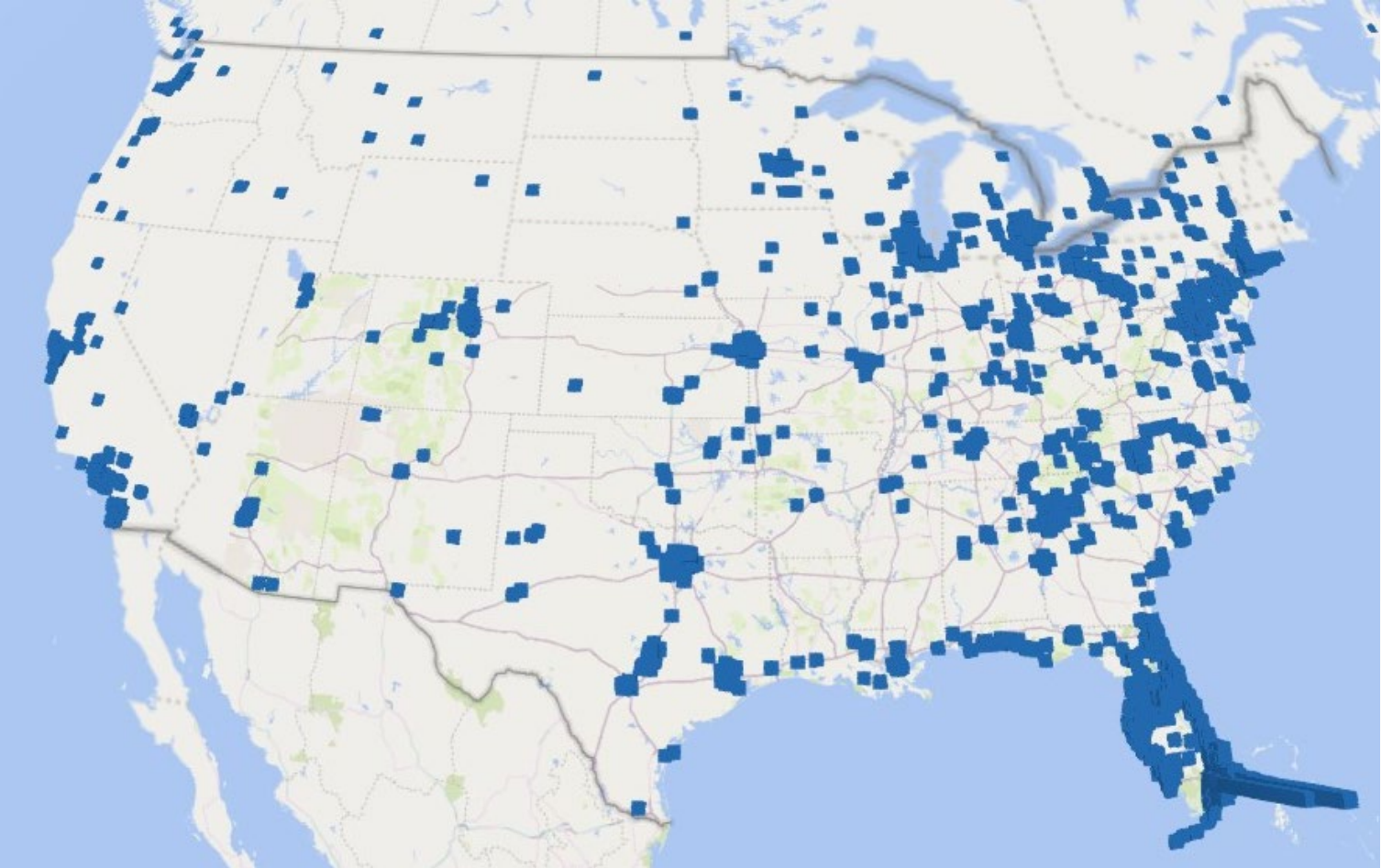
FL	76%
TX	6%
NY	6%
NJ	3%
IL	2%
CA	1%
PA	1%
OH	1%
MA	1%
VA	1%

***Additional 2% from various states**



Ticket Buyer Map - National

Ticket sale locations for Audacy Beach Festival



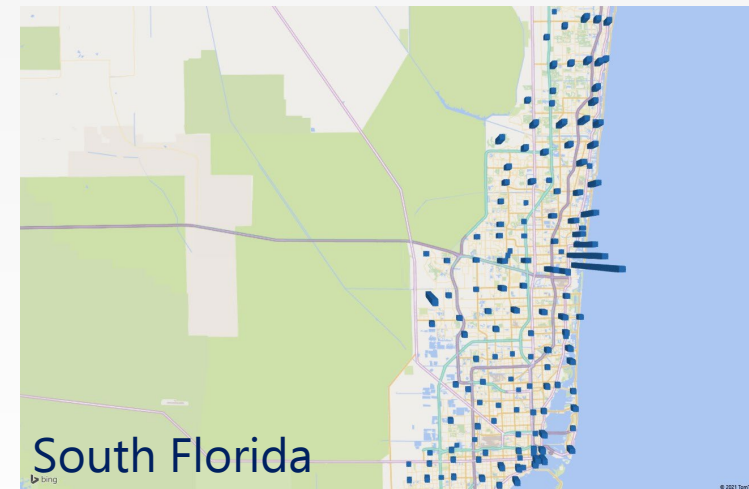
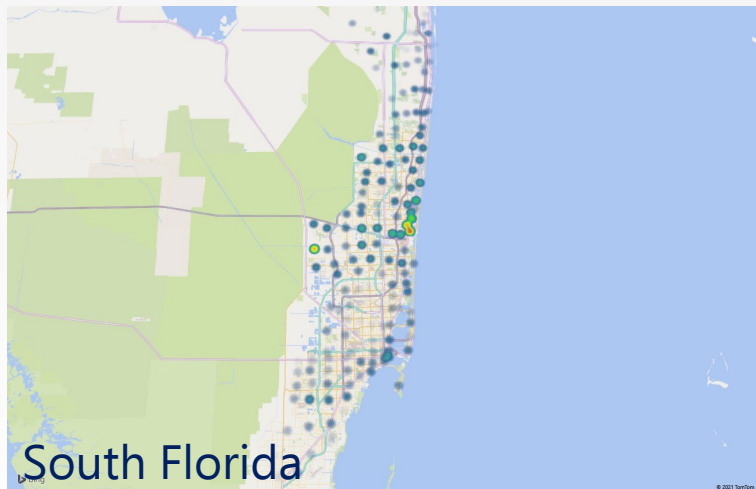
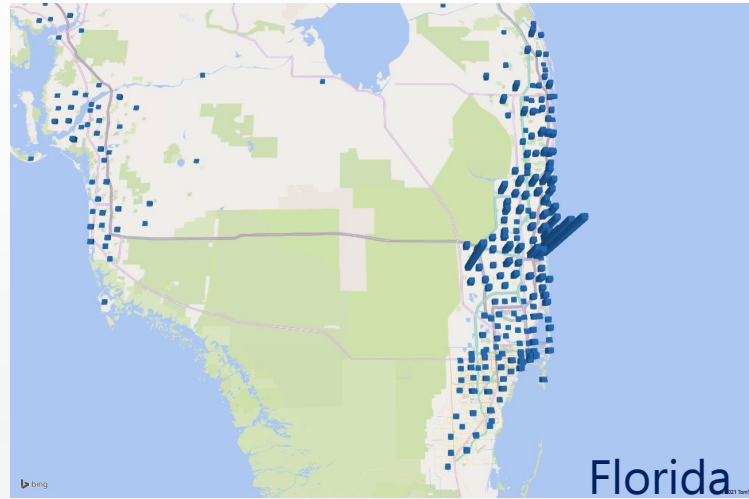
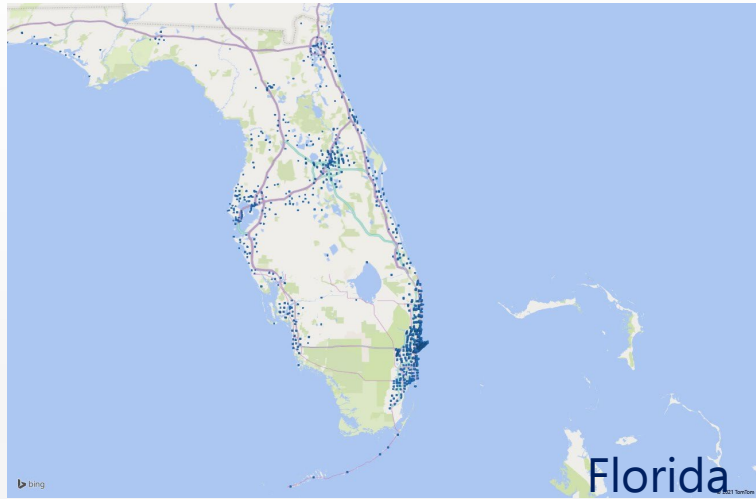
Top 20 Non-Florida Ticket Buying Zip Codes

Cedar Park	TX	78613
Austin	TX	78730
Chicago	IL	60611
Allen	TX	75002
Austin	TX	78726
New York	NY	10013
The Woodlands	TX	77381
Flower Mound	TX	75028
Riverdale	NJ	07457
Charlotte	NC	28203
Las Vegas	NV	89129
San Antonio	TX	78229
Edwards	CO	81632
San Antonio	TX	78257
Driftwood	TX	78619
Kyle	TX	78640
Helotes	TX	78023
Pauls Valley	OK	73075
San Antonio	TX	78260
San Antonio	TX	78258



Ticket Buyer Map - Florida

Ticket sale locations for Audacy Beach Festival



Top Ticket Buying DMAs in Florida

Broward

Miami-Dade

Palm Beach

Treasure Coast

Naples/ Ft. Myers

Jacksonville

Orlando

Gainesville

Tampa

Florida Keys

St. Augustine

Tallahassee

Pensacola





Audacy

BEACH FESTIVAL



SATURDAY, DEC. 4

TWENTY ONE PILOTS

THE LUMINEERS • GLASS ANIMALS

MODEST MOUSE • BLEACHERS

STEVE AOKI • MILKY CHANCE

WILLOW • BEABADOOBEE

CANNONS • THE REGRETTES

SUNDAY, DEC. 5

SWEDISH HOUSE MAFIA

LIL NAS X • WEEZER • AJR

BASTILLE • YUNGBLUD

WALK THE MOON • COLD WAR KIDS

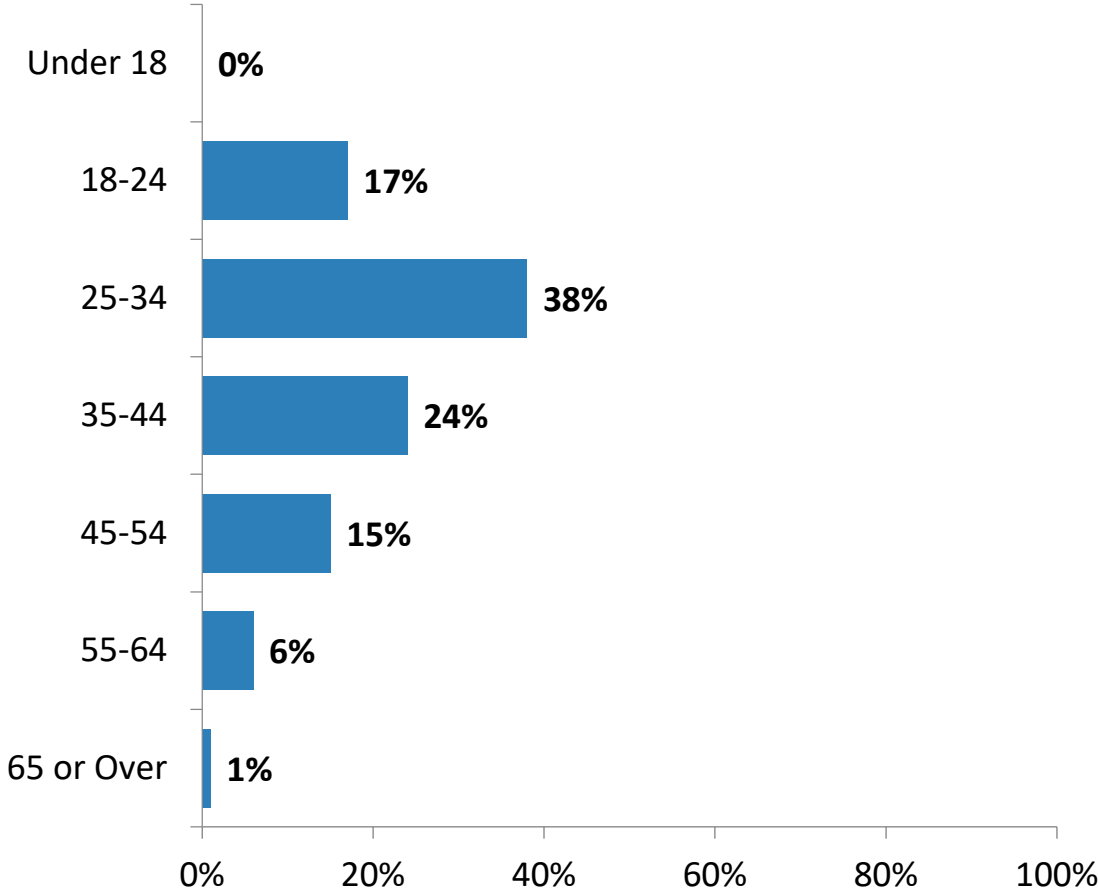
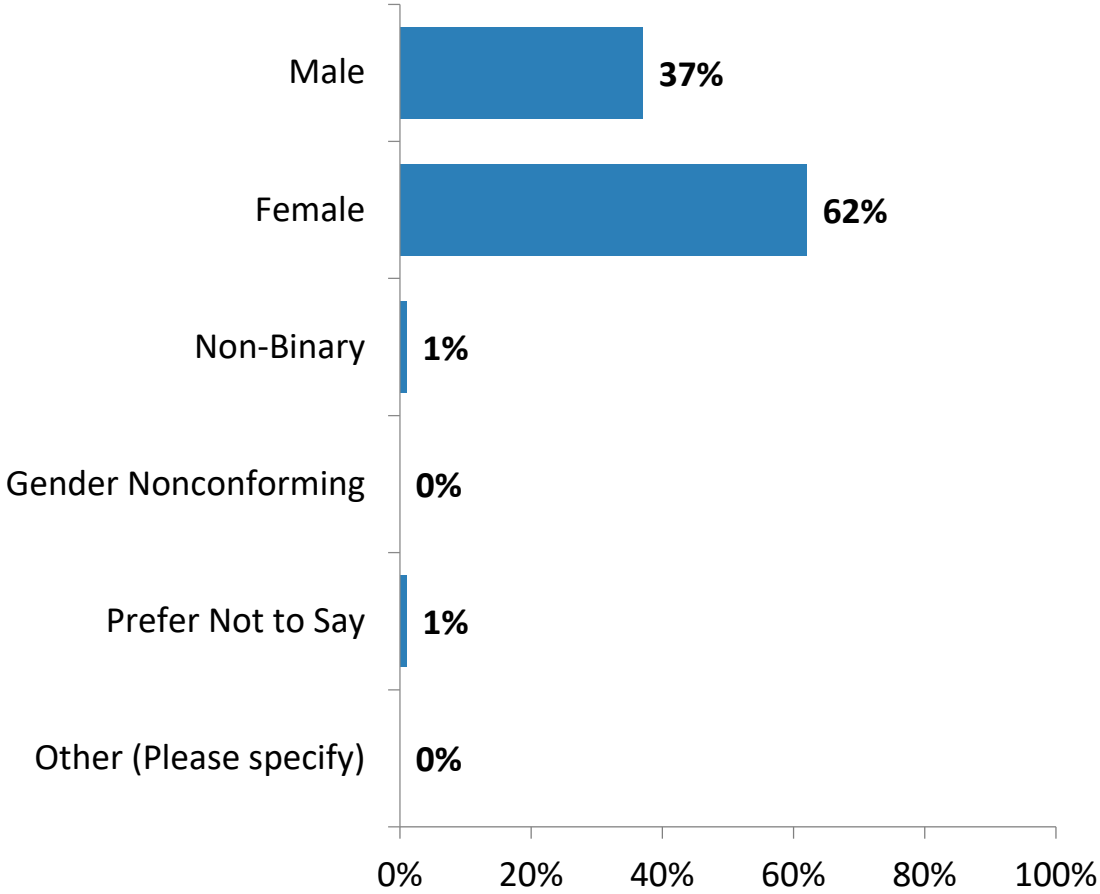
TAI VERDES • MOD SUN

GIRL IN RED • DAISY THE GREAT

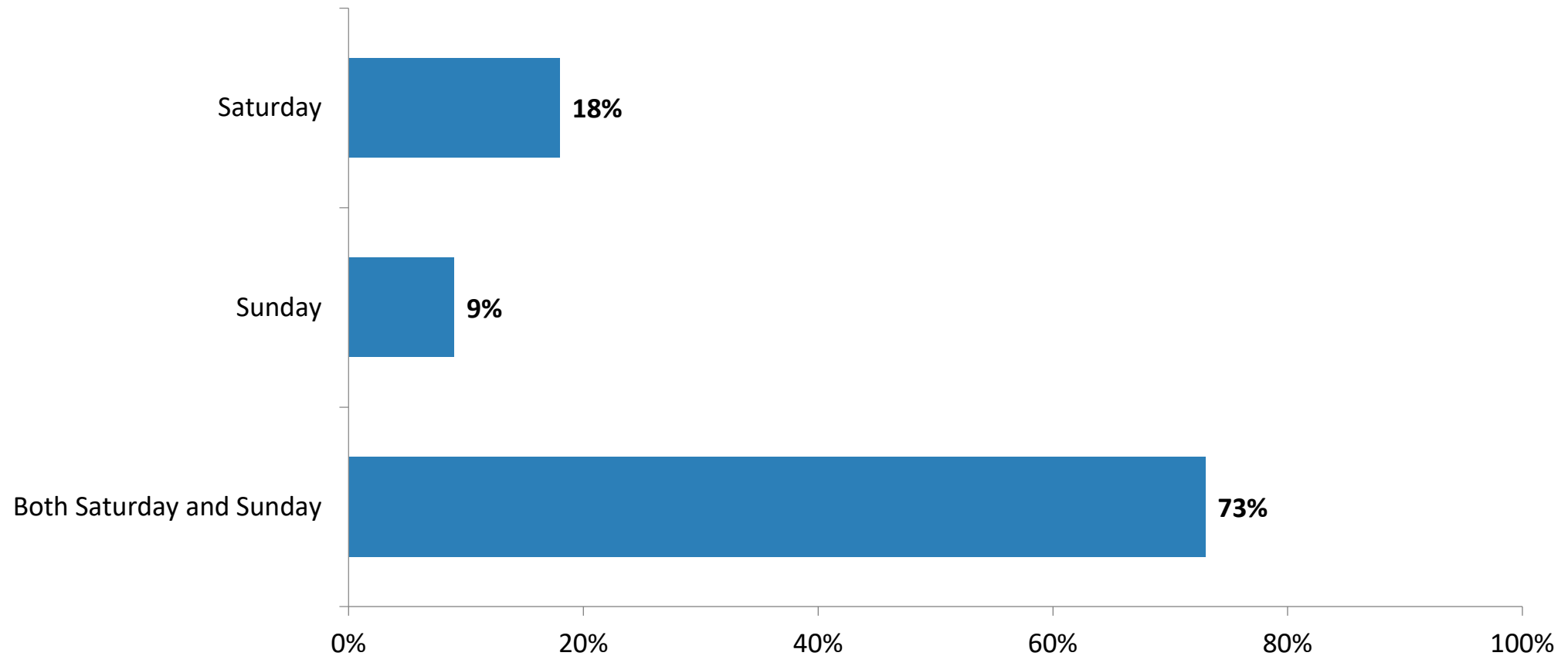
Audacy Beach Festival

Ticket Buyer Survey

Audacy Beach Festival Survey Participants

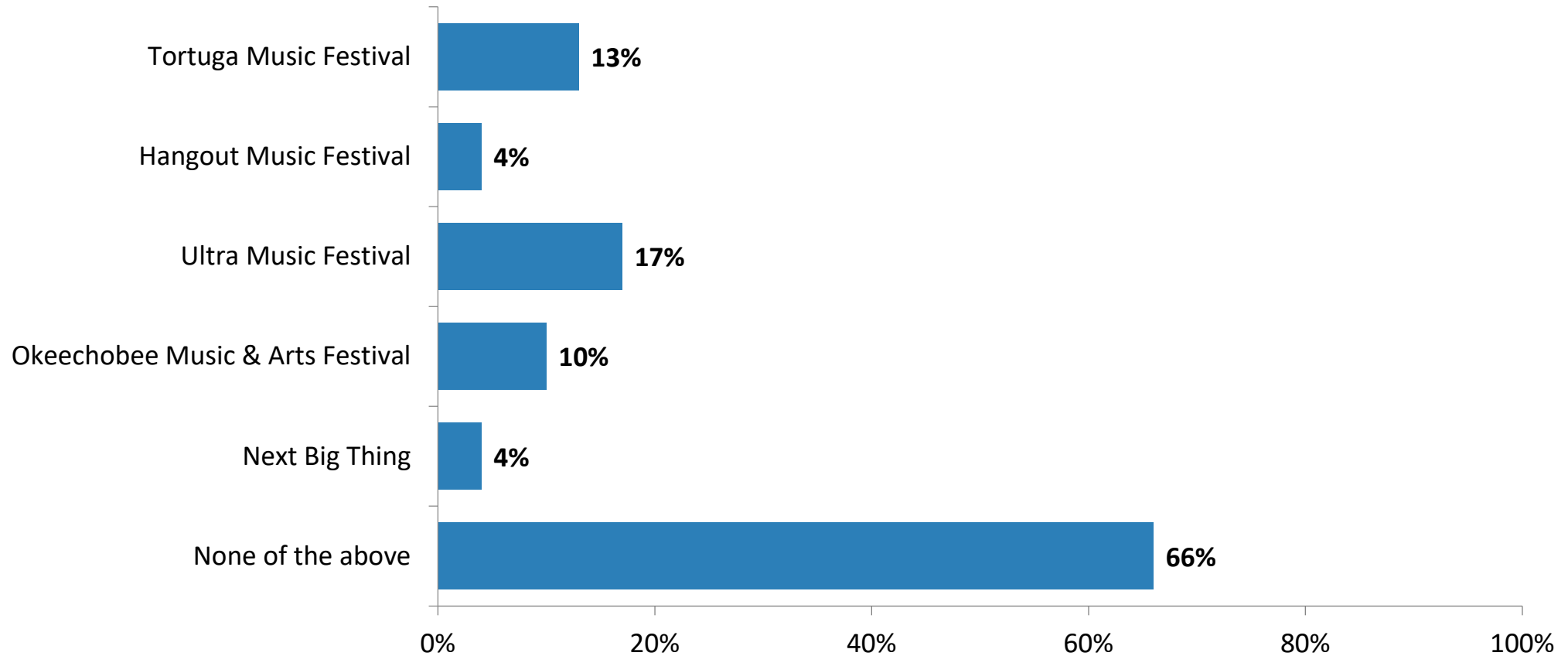


Which day(s) did you attend Audacy Beach Festival this year?

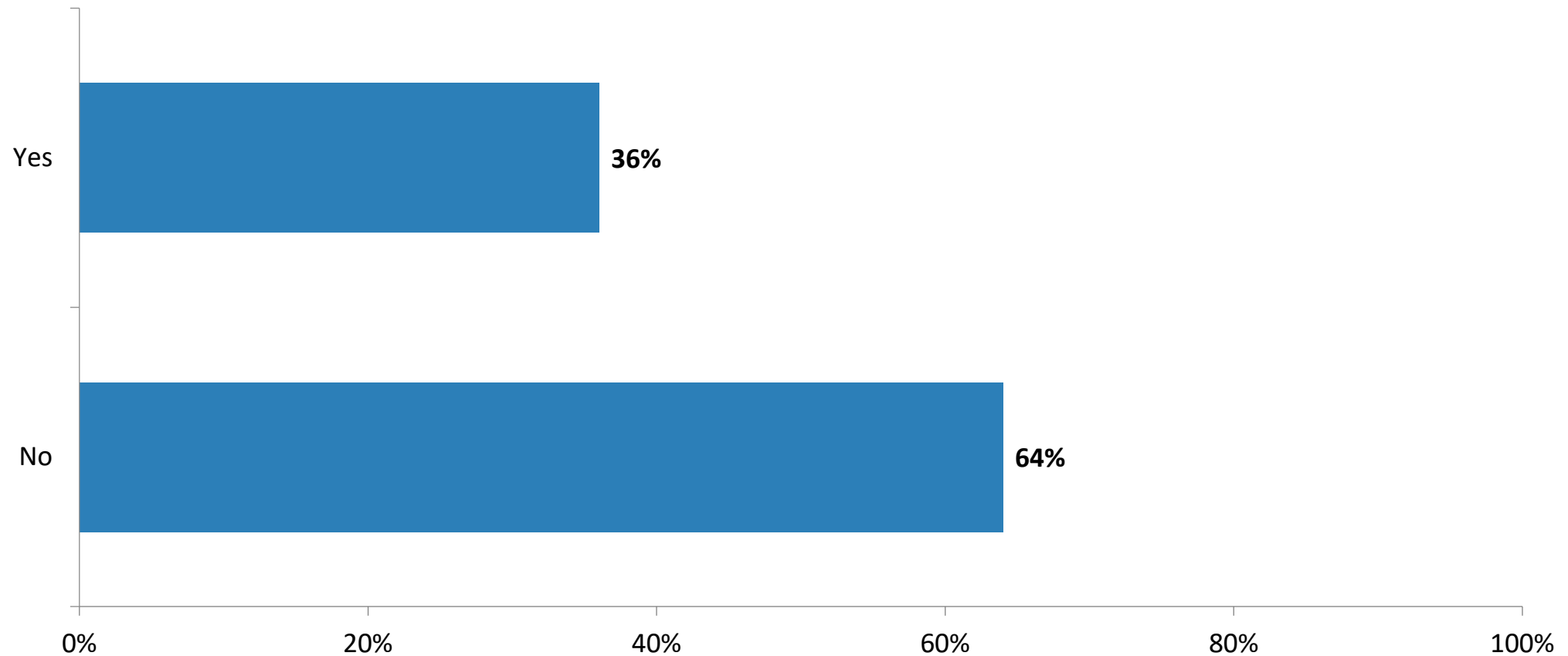


Audacy Beach Festival Attendee Info

Which, if any, of these music festivals have you attended before? (Check all that apply)

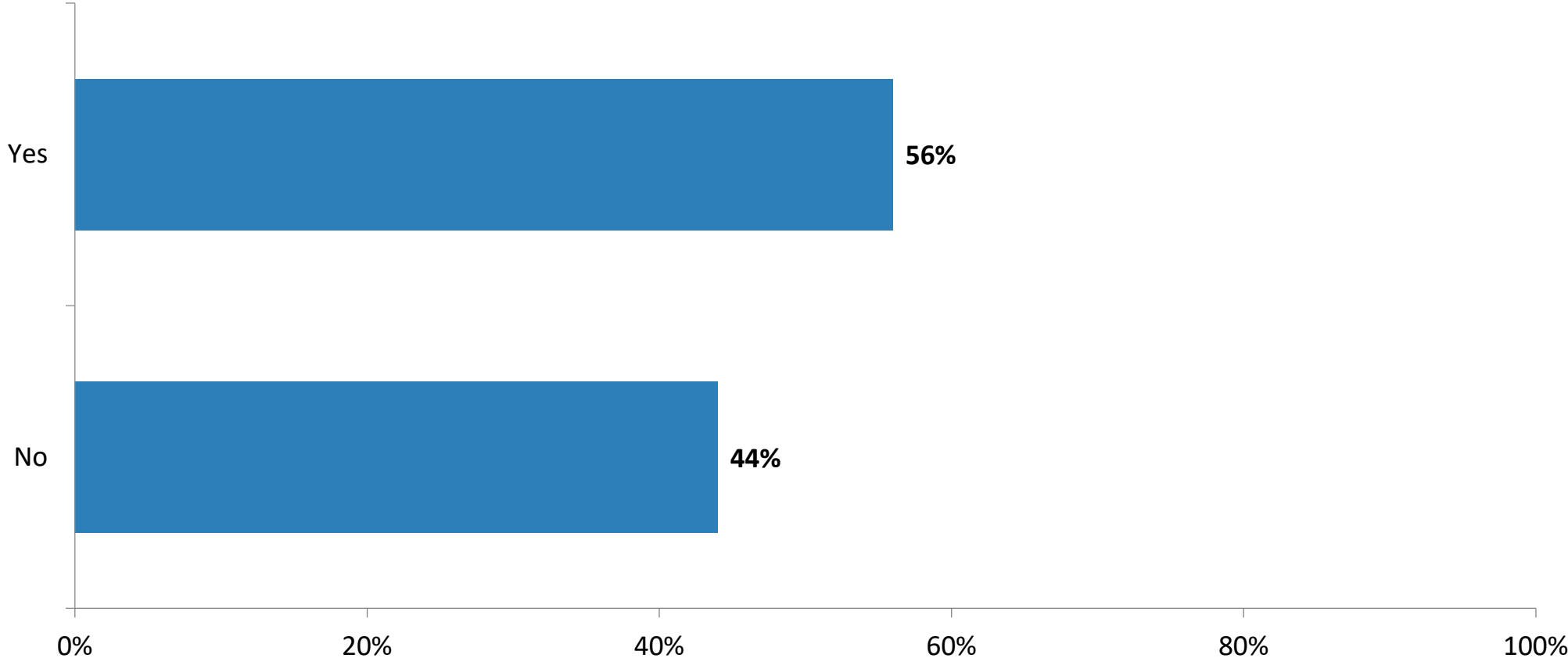


Did you stay in a Fort Lauderdale hotel during the festival?

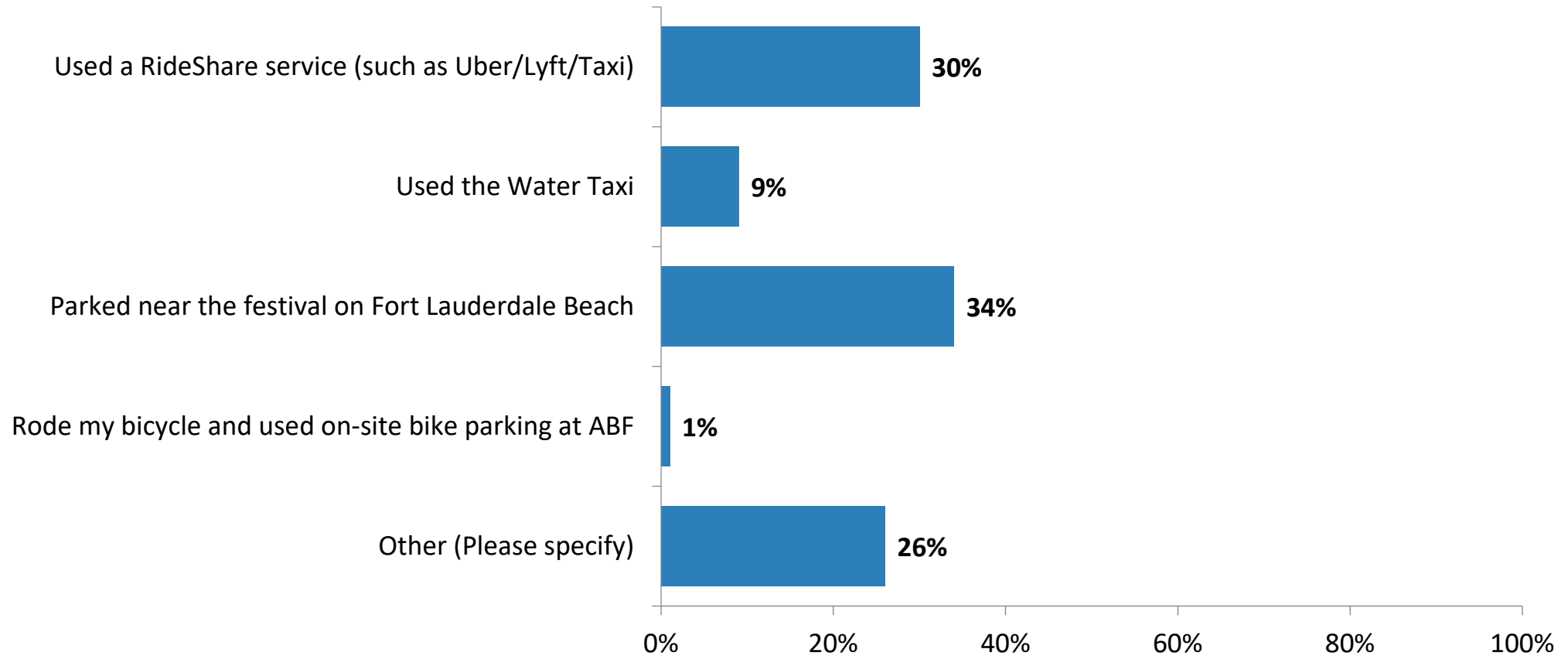


Audacy Beach Festival Restaurants

Did you eat at a Fort Lauderdale restaurant during the festival weekend?



How did you get to Audacy Beach Festival?





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BEACH FESTIVAL



SATURDAY, DEC. 4

TWENTY ONE PILOTS
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Audacy Beach Festival

Google Analytics

This data represents users who visited the ticket page at www.audacybeachfestival.com.

Age Demos – Google Analytics

Age	% of Pageviews
18-24	24.20%
25-34	29.11%
35-44	23.64%
45-54	13.63%
55-64	6.87%
65+	2.54%



2021 Event Highlights



 Audacy

BEACH FESTIVAL

SEE YOU IN 2022!

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