

BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(1) Name of Event:

ArtServes Brunch on the Beach

(2) Location of Event (must be located within the CRA boundaries) – Please provide location map:

This project will mirror the locations of Saturday Nite Alive

Location 1: AIA, immediately south of Las Olas Location 2: Ritz Carlton block

And, partnering with beach-front restaurants, hotels & eateries

See proposed location map attached

(3) Date(s) of Event:

Press Kick off: April 28 or May 5 and every Sunday from: June 2- July 28

(4) Hours of Operation:

10 am – 2 pm

(5) Proposed Activities Planned:

Extend the SATURDAY NITE ALIVE program, which provides activities on the beach for tourists and locals during the summer off-season, with a similar Sunday program that features brunch specials offered by beach-front restaurants and hotels, plus art kiosks, displays and entertainment activities provided by local artisans coordinated by ArtServe. Piggy-backing on existing marketing for SATURDAY NITE ALIVE will minimize marketing expenses for the hotels and restaurants, and ArtServe will initiate a major integrated marketing campaign to spread the word, at their expense.

Create a kick-off press event targeted to the media, concierges, event planners and key local patrons who will pre-publicize the monthly brunch specials. The event spark “buzz” and word-of-mouth excitement, and stimulate advance reservations.

The ArtBrunch launch will coincide with the start of SATURDAY NITE ALIVE, and continue each Sunday mirroring the same schedule, through July, 2013.

(6) Total Cost of Event:

Year 1: \$29,600

Costs will scale down in year 2 and 3, once start-up costs are burdened in year 1

Expense breakdown attached

(7) Revenue Sources (other than amount requested from CRA):

Marketing, advertising, overhead and administration expenses: ArtServe, Inc

Corporate sponsorship: TBD, being finalized and secured by ArtServe board members
Planning, manpower, etc: In-kind from Leadership Broward committee members

(8) Amount Requested from CRA:

\$10,000

(9) Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative.

Research indicates that tourists at world-class destinations view shopping and food experiences among their top priority when vacationing, which was an original catalyst for developing SATURDAY NITE ALIVE program. A Sunday component of this series was included in the original vision, to provide added value for tourists in the low season.

ArtServes Brunch brings the Sunday component to life, giving tourists and locals the opportunity to experience the best of our local cuisine and culture, enhancing appreciation of the area as a destination of choice. The event will also draw local patrons back to the beach, becoming advocates for the area and recommending it to their friends, families and colleagues planning vacations, meetings, conferences, weddings, etc . In short, beach businesses will benefit from:

- Increased food + beverage traffic to their venues during the low-season months.
 - They will benefit from the added exposure the media campaign will provide, without having to invest their own marketing dollars
 - The event will provide their guests with the added value of “local color” by featuring the work of local artisans
 - The entire area will be re-branded as a cultural and shopping destination
 - Additional tourist dollars will be generated from expanded food and shopping offerings
- SEE Exhibit C Below for an overview**

The results will be easily tracked and quantified to maximize marketing dollars and best leverage artist locations and other benchmarks of success.

Marketing Plan Draft

Description:

Create a new signature event that leverages the success and audience built by SATURDAY NITE ALIVE, and continues the momentum on Sundays during low season, by pooling the efforts of three key constituencies:

- The Beach area businesses
- ArtServe and it's artist members
- Leadership Broward

Once established, ArtServes Brunch on the Beach will become an area beacon to the beach, celebrating the local flavor and branding the beach as a destination for fine cuisine, art, culture and craftsmanship, as well as miles of gorgeous beaches. Over time, this model can evolve into a bigger, area-wide signature event, or expand beyond the summer months.

Objectives:

- Provide tourists with additional reasons to extend their stay, grow their spend and stimulate repeat business
 - Generate more traffic to the beach from locals during the off-season, giving them a reason to patronize the beach and beach-front eateries on Sundays
 - Add culture, excitement, character and new shopping opportunities to beachfront offerings
 - Brand the beach area as a place offering diversions for when not in the sun and surf
- **Time Period:** April 2013 – July 30, 2013 1

Creative Treatment/Messages:

- o Enjoy art and brunch on the beach
- o Summer time specials offered by favorite beach area restaurants
- o Bring home unique memories of Fort Lauderdale, with art work from talented local artisans
- o There's more to do at the beach than sun and surf

Target Audience

- Visiting tourists, cultural tourists, local area patrons, event planners, beachgoers

Marketing Resources Required:

- Print Media Placements to piggy back with SATURDAY NIGHT ALIVE ads plus possible ads in:
 - Sun-Sentinel Showtime – multiple ad listings
 - Travel & Leisure
 - New Times
 - Go Riverwalk
 - Around Town
 - Think magazine & Fort Lauderdale magazine
 - City & Shore magazine
 - Calendar listings in Sun-Sentinel, Miami Herald, GoRiverwalk Magazine, LifetStyle magazine group (Las Olas, Weston, Parklnad, etc) Gold Coast magazine, seasonal arts guides, etc.

- ArtServe related assets:
 - ArtsCalendar.com posting
 - Eblast to member Database
 - Postcard mailing to database
 - In-venue signage
 - Inserts into outgoing member packs
 - Collateral at off site events, workshops, etc

- Radio & TV Campaign
 - WXEL- on site for the Press Event – creating a video for UvU and YouTube
 - WLRN, NPR radio station
 - WKCP, Classical South Florida radio
 - Comcast community vision TV show program feature
 - Live Radio remote with radio partner – possibly Lite FM

- Email Campaigns
 - ArtServe monthly ArtBlast
 - Leadership Broward blasts
 - Cultural Division eblasts
 - ArtsCalendar eblasts
 - Custom eblasts to targeted outside groups (Hotels, neighborhood groups, rotaries, chamber mailing, etc)

- Social Media Campaigns
 - Integrated social media campaign on Facebook and Twitter, Pinterest,
 - Social Media contest – winner to get a complimentary brunch and art piece
 - Viral campaign through participating artists and Leadership Broward committee
 - YouTube video created by WXEL at the Press kick off

- Grass Roots & Guerrilla Marketing

- Rave card & poster distribution to targeted locations and neighborhood meetings
- Targeted condo or association newsletter rave card inserts
- Booth at Memorial Day Beach bash and other outdoor festivals
- Promote to Young Professional groups
- Cross promotion with participating restaurants and hotels

- Public Relations
 - Press Releases to be sent to media for the:
 - * Announcement
 - * Press Event
 - * Launch
 - * Contest winner
 - * Monthly specials through duration of event
 - Strategic plan to secure TV, radio and print interview and media opportunities

- Post Program Analysis

ArtServes Brunch on the Beach – OVERVIEW – Exhibit C

CONCEPT

Create a new signature event that leverages the success and audience built by SATURDAY NITE ALIVE, drives tourist spending and brings locals to the beach during the off-season.

GOALS AND OBJECTIVES

Partnering beach-front restaurants with displays of art by crafted by local talents, ArtServes Brunch on the Beach will:

- * Provide tourists with additional reasons to extend their stay, grow their spend and stimulate repeat business.
- * Generate more traffic to the beach from locals during the off-season, giving them a new reason to patronize the beach and beach-front eateries on Sundays
- * Add culture, excitement, character and new shopping opportunities to the beachfront offerings

Once established, ArtServes Brunch will become an area beacon to the beach, celebrating the local "flavor" and branding the beach as a destination for art, culture, fine food and craftsmanship, as well as miles of gorgeous beaches. Over time, this model can grow into an even bigger, area-wide event.

COLLABORATION CREATES SUCCESS

ArtServes brunch will bring together the assets, talents and interests of several organizations including:

- *Beach front property owners looking to drive traffic to the beach in the off-season
- *Local ArtServe artists seeking to raise the profile of Fort Lauderdale as an area of both sun, surf and culture
- *Leadership Broward, whose members and constituents are eager to help build this project and create a significant ongoing event they can patronize with their friends, families and colleagues
- *Local beach front eateries – eager to draw more locals to the beach during the low-season and showcase their venues so that locals will encourage their friends and colleagues to patronize their venues during the high season

SCHEDULE:

- Kick Off Event: First Sunday in May – to gain awareness and publicity for the event
- ArtServes Brunch launch: First Sunday in June, then every Sunday through July 28, 2013

SET UP LOCATIONS:

- 8-10 kiosk locations on AIA just South of Las Olas, near the fish structure: To show there is something special going on
- 6-8 kiosk locations near the Ritz Carlton
- Art Displays in various partner restaurants – with kiosks/artists on verandas as needed
- Additional locations heading north to be added, as the event builds and funds are available to increase the extra tent locations

TASKS:

- *ArtServe artists will presenting their locally crafted art work at display points & local eateries serving Brunch
- *Beach restaurants will create an "ArtBrunch" menu
- *Beach Council and Marketing Council will coordinate advertising to piggy back on SATURDAY NITE ALIVE promotion
- *ArtServe to organize the artists and do a full promotional campaign
- Leadership Broward committee to create an exciting kick-off launch event prior to start of Saturday Nite Alive

Art Series Brunch - proposed locations

1st set of cluster booths



Ritz Carlton
2nd set of outside cluster booths

Work with hotels and restaurants from the Ritz Carlton north to include art on verandas, in lobby space, gift shops, etc - Based on space and logistics

