


Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024 (October 1, 2023 – September 30, 2024)

GENERAL INFORMATION

1. Name of Event: Las Olas Oceanside Park, FY23/24 Activation Oct '23 – Sept '24
2. Registered Business Name: A&R Enterprises of So FL, Inc.
3. Fictitious name, if applicable: rAv Communications
4. Company Address: 1518 Garfield Street
Hollywood, FL 33020 
5. Amount requested from BBID: \$ 175,000

6. Indicate what the amount will be used for:

This is an overall request to activate Las Olas Oceanside Park during the BBID fiscal year, October 2023 – September 2024. Funding will help support talent, marketing, advertising, staffing, and other related expenses necessary to produce the proposed event calendar. All are subject to securing additional sponsor funds and outside impacts on park availability.

7. Indicate business structure of the company:

- ☐ Sole Proprietorship ☐ Partnership
- ☐ C-Corporation ☒ S-Corporation
- ☐ Limited Liability Corporation LLC ☐ Other, please specify:

8. Provide your contact information:

Name: Arianne Glassman

Office phone: 954.205.8754

Cell phone: 954.205.8754

E-mail: ari@ravcommunications.com

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

SECTION 1: EVENT TYPE

9. Describe the event. Explain how the event is designed to attract visitors and if there is a specific audience or target group. Include how the event aligns with local and regional tourism strategies to brand Fort Lauderdale Beach as a world-class destination.

While not fully developed, the LOOP 2023 / 2024 FY Programming Calendar will include the continuation and expansion of legacy events, programs, classes, workshops, and new activity development to meet our mission of providing 'Infinite Experiences for Everyone Under the Sun.'

In alignment with the BBID brand, by providing all visitors to Fort Lauderdale Beach things to Do and Discover while here to Stay or Play, our activations exemplify Fort Lauderdale as a welcoming destination, and carry the core value of the City of Fort Lauderdale's slogan, 'We Create Community'.

Based on our four pillars of programming, F.A.M.E., the event(s) are designed to attract visitors of diverse audiences, including

F – Families, Young and Generational

A – Active Adults/Seniors

M – Millennial's

E – Everyone, regardless of age, race, religion, ability or gender identity

whose interests include, but are not limited to:

F – Food, Fitness, Fashion

A – Art, Adventure, Acting (Theater)

M – Music, Movies, Market (Shopping)

E – Environmental Causes, Ethnic Diversity, Educational Opportunities

10. Indicate the location of the event. Provide address and attach location map or site plan.

Las Olas Oceanside Park – 3000 E. Las Olas Boulevard

Las Olas Beach Garage – 200 Las Olas Circle

Las Olas Promenade Park – 80 Las Olas Circle

DC Alexander Park – 501 S. Fort Lauderdale Beach Boulevard (Opening 2023/24 TBD)

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

Please note that you can find the complete responses to any cut off answers in the appendix, page A-1 to A-2.

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

October 1, 2023 – September 30, 2024

b. Event dates(s)
and hours:

c. Breakdown
date(s):

October 1, 2023 – September 30, 2024

12. Is this the first year for the event on Fort Lauderdale Beach?

☐

Yes

☒

No

13. If the event has been held before, list the dates for prior events:

We have not yet developed our 2023/24 fiscal year calendar of events for October 23 – September 24, ongoing, legacy events that will continue, include Weekend Farmers Market: year-round. Saturday: November – June. Sunday (2020 – 2023) +

14. Define what measurable outcomes you will use to evaluate the success of the event.

Impact numbers and successes will be conveyed through

- Public Relations Reports / Media Impressions and Value,
- Total Number of Website Views on our dedicated website, theloopflb.com and Social Interactions on our six (6) managed social channels, @theloopflb, @oceansideparkmarket, and @soundwavesflb on Facebook and Instagram
- "Free" and Paid Tickets Claimed for Events through our ticketing portal on Eventbrite,
- Parks & Recreation Tourism & Economic Impact Calculator
- Estimated Attendance Numbers; Attendee Home Location when available,
- Sponsors Acquired / Monies Raised to Supplement BBID Grant

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

15. Explain in detail the positive economic impact the proposed event/project will have for the BBID and 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 BBID.

The economic impact of activating The LOOP meets all of the criteria of contributing to a clean and safe business environment, increased number of visitors, and increased commerce and investment. Using the Florida Recreation and Parks Association (FRPA) Economic Impact Calculator, the average per-person, per-day expenditure is \$124.08. According to state park visitor surveys, the percentage of visitors traveling to a park from 50 miles or more away is 74%. Based on these averages, estimating 300,000 annual visitors who participate in both recreation programs and events throughout the Las Olas Oceanside Park district, the calculator projects a \$28,978,140 Tourism impact.

SECTION 3: ADVERTISING, MARKETING, AND PROMOTION

16. Provide a detailed description of marketing activities that explains how the proposed event will be included in marketing, promotions and advertisements. Include or attach illustrations, content, estimated market reach, and schedule of activities.

Our media, marketing, promotions and advertisement place a heavy emphasis on Public Relations and Social Media, as well as select Print Advertisement and Ongoing In-Market Collateral Distribution to reach various audiences, both locally and in the travel market.

Highlights of the 1st Quarter of the 2022/23 fiscal year (Oct '22 – Dec '22) reflect:

Public Relations: 252 Placements, generating 520,189,062 Million Impressions, with a Media Value of \$966,388.50 at a cost of \$9,450.00 – a 10,000% ROI

Social Media Ads: 231,707 impressions, at a cost of \$1,577.00 (.0068/ per impression)

Print: Go Riverwalk Magazine – Full Page Monthly Advertorial, featuring the BBID logo in each issue. Circulation is 10,000 per month at a total cost of \$500 per issue.

In January 2023 we began implementing targeted social media ads to both drive markets (Naples, Tampa, Orlando) and historic January travel markets (New York, Atlanta, Ohio) ➕

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

17. Describe the sponsorship levels you offer and indicate which level this request aligns with.

We have historically calculated sponsor levels and benefits based on specific event qualities, namely attendance numbers, legacy, number of days and media value, to calculate presenting sponsorship value; classified as the following:

- (1) Signature/Legacy/Multi-Day Events: Presenting Sponsorship \$50,000
- (2) Major Event (2,500 + attendance): Presenting Sponsorship \$10,000
- (3) Community Events (>1,000 attendance): Presenting Sponsorship \$5,000



18. Describe how the BBID's sponsorship will be included in the advertising and marketing efforts for the event. Provide proofs where applicable and check mark the box next to the term if you agree.

- ☒ BBID logo will be included in all advertising and marketing efforts for the event in locations and in proportion to other sponsors at similar sponsorship levels including radio, TV, print, on line, on-site banners, and stage announcements etc.
- ☒ BBID review and approval of associated media, marketing, and advertising to ensure accuracy.
- ☒ Opportunity for a 10' x 10' activation area for the event. For recipients receiving more than \$50,000 in annual funding. It is BBID's responsibility to provide décor and staffing for the activation area.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

Applicant Organization:	A&R Enterprises of So FL, Inc.	
Name of Event:	Las Olas Oceanside Park, FY23/24 Activation Oct '23 – Sept '24	
BBID Funding Request	\$ 175,000	
Budget does not have to balance. It can show a profit or a loss		
Revenue	Projected \$ Amount	
Ticket Sales	\$ 10,000	
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	\$ 80,000	
Concession/Vendor Revenue	\$ 40,000	
Other (specify): Farmers Market Vendor Revenue	\$ 80,000	
Total Revenue	\$ 385,000	
Percent of Revenue Covered by BBID	45%	
Expenses	Projected \$ Amount	
Venue		
Entertainment/Performers/Presenters	\$ 100,000	
Permits & Licenses	\$ 2,500	
Staff	\$ 119,400	
Security	\$ 5,000	
Catering	\$ 2,400	
City Services (Public Safety, Parking, City Staffing etc)	\$ 1,500	
Advertising/Promotions	\$ 36,000	
Photography/Videography	\$ 8,000	
Displays, Décor, Supplies & Swag	\$ 70,000	
Cleaning & Sanitation	\$ 2,400	
Equipment Rental	\$ 6,000	
Taxes & Fees	\$ 500	
Ticketing/Access	\$ 1,000	
Signage	\$ 3,000	
Office Expenses		
Other (specify): Public Relations	\$ 36,000	
Other (specify): Storage Unit at Park	\$ 1,800	
Total Expenditures	\$ 395,500	
Percent of Expenses Covered by BBID	44%	
Net Profit/Loss	-\$ 10,500	

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

20. When does your fiscal year end: September 2023

21. Indicate documents you are attaching to this application:

- ☐ Company/organization's prior year's financial statement
- ☐ Profit & Loss from prior year's event (required if this is not the inaugural event)

SECTION 5: EQUITY, DIVERSITY, AND INCLUSION

22. Describe how this event includes elements of diversity, equity, and inclusion (DEI).

It's in our mission – we offer Infinite Experiences for Everyone Under the Sun. Everyone is made to feel welcome. Period.

SECTION 6: OTHER IMPORTANT CONSIDERATIONS

23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

In my contracted / consulting role as the Fort Lauderdale Beach Open Spaces Coordinator on behalf of the City of Fort Lauderdale Parks and Recreation I am provided a salary only – and have the sole responsibility to raise every dollar it takes to activate, market, promote, manage, staff and create a sense of community within the four green spaces that make up Las Olas Oceanside Park District on Fort Lauderdale Beach.

In FY 2022 we raised nearly \$315,000 through various means – all of which went to the above mentioned directives and producing 130 special events in addition to establishing 13 community group fitness programs per week. Much of this would not be possible without the BBID grant which enables us to have a baseline budget to move forward in

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REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

BBID Sponsorship Terms

Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- ☒ I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide logo and manage usage.
- ☒ I will conduct a PowerPoint presentation detailing the event to the BBID Advisory Committee at the request of the Committee.
- ☒ I am a registered vendor with the City of Fort Lauderdale, or I will complete a new vendor registration form if funding is approved.
- ☒ The City has a completed W-9 form, or I will complete the W-9 if funding is approved.
- ☒ If the BBID Advisory Committee recommends approval of funding I will attend the scheduled City Commission meeting where this item will be reviewed to answer questions the Commission may have.
- ☒ If the BBID Advisory Committee recommends approval of funding, I will submit an executed Grant Participation Agreement via email and two originals to the City of Fort Lauderdale. (See Instructions for Grant Application, page 2 for address)
- ☒ I understand that all funding is reimbursements, and as such if approved, I will provide a final invoice within 90 days of the event along with supporting documents for expenses detailed in question 6.
- ☒ If the City Commission approves BBID funding and after an event is completed, I will provide a post-event financial recap and financial reports to the BBID Advisory Committee upon request from the Committee. The financial statements and a detailed profit & loss statement shall be prepared in accordance with generally accepted accounting principles.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

Prior to signing the application, please check the following to acknowledge

- ☒ Legal name and place of business match Sunbiz.org
- ☐ Location or site map is attached to the application
- ☒ Proofs of how the BBID logo will be used are attached
- ☐ Company/organization's prior year's financial statement is attached (if available)
- ☐ Prior year's P&L for event is attached (if available)
- ☒ I am the authorized representative to sign BBID application and City Agreement
- or
- ☐ I am not authorized to sign BBID application or City Agreement

(for BBID staff use only)

FY2016: \$164,997
FY2017: \$149,500
FY2018: \$180,493
FY2019: \$85,900
FY2020: \$137,187
FY2021: \$107,500
FY2022: \$ 190,000
FY2023: \$175,000
Total: \$1,190,577

Note: Only the authorized representative of the company applying for the grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the 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.

Provide name and title of the individual authorized to execute a Grant Participation Agreement with the City. If person signing the agreement of behalf of the company is not listed as authorized signer, a Corporate Resolution will needed to execute the agreement.

Arianne Glassman, President
A&R Enterprises of So FL, Inc, dba rAv Communications

Arianne Glassman, President	Arianne Glassman
Applicant Full Name (print) and Title	Applicant Signature
rAv Communications	January 30, 2022
Company Name	Date Signed

Contact information for inquiries:

City of Fort Lauderdale
Ingrid Kindbom, BBID Program Manager
Phone: 954.828.6178
Email: ikindbom@fortlauderdale.gov

Appendix

Question 13. If the event has been held before, list the dates for prior events:

Applicant's complete reply:

We have not yet developed our 2023/24 fiscal year calendar of events for October 23 - September 24, ongoing, legacy events that will continue, include

Weekend Farmers Market: year-round, Saturday; November - June, Sunday (2020 - 2023)

Oct: Pumpkins & Palm Trees Fall Festival (2021, 2022)

Nov - Dec: WONDERLAND (2021, 2022)

December: Christmas Eve Concert (2021, 2022)

January: All Shook Up: Elvis Weekend (2023)

February: Fur the Love Pet Fest (2021, 2022, 2023)

April: Spring Fling (2021, 2022, 2023)

April: Jazz Appreciation Month Spotlight Concert Series (planned for 2023)

May: Friday Night Sound Waves (2016-2022)

June: Caribbean Heritage Month Spotlight Concert Series (planned for 2023)

July - Sept: Dog Days of Summer Movie Series (2021, 2022, planned for 2023)

Question 16. Provide a detailed description of marketing activities that explains how the proposed event will be included in marketing, promotions, and advertisements. Include or attach illustrations, content, estimated market reach, and schedule of activities.

Applicant's complete reply:

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Print: Go Riverwalk Magazine - Full Page Monthly Advertorial, featuring the BBID logo in each issue. Circulation is 10,000 per month at a total cost of \$500 per issue.

In January 2023 we began implementing targeted social media ads to both drive markets (Naples, Tampa, Orlando) and historic January travel markets (New York, Atlanta, Ohio)for the launch of the new Spotlight Series: ELVIS.

This generated 2,890 link clicks from 70,741impressions (4.1% conversion rate - avg 3%) of which out of area travel markets impressions include (46, 773) in a 4+hour drive market, (8,712) Georgia, (4,832) New York, (1,217) New Jersey.

Question 17. Describe the sponsorship levels you offer and indicate which level this request aligns with.

Applicant's complete reply:

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In 2021/ 22 Funding Cycle, these associated sponsorship costs / levels included:

SIGNATURE EVENTS - Presenting Sponsor - \$50,000 level

- Friday Night Sound Waves: \$50,000 x 2 seasons*
- Wonderland 30 Day activation: \$50,000*

MAJOR EVENTS - Presenting Sponsor - \$7,500 - \$10,000 (1st year vs 2nd year reduction)

- Inaugural Pumpkins & Palm Trees: \$10,000*
- New Years Eve: \$7,500*

- 2nd annual FTL Pet Fest: \$7,500*
- 2nd annual Spring Fling: \$7,500*

COMMUNITY EVENTS - Presenting Sponsor \$3,000 - \$5,000

- 2nd annual Amazing Hunt: \$5,000*
- 2nd annual Movies by Moonlight: \$3,000*

In 2022/23 Funding Grant Term we bundled these values to one overall request amount to use directionally over the course of the fiscal year, based on the above allocation as a guide. This allows us to maintain a revenue stream and keep our budget fluid while securing additional sponsors.

Question 23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

Applicant's complete reply:

In my contracted / consulting role as the Fort Lauderdale Beach Open Spaces Coordinator on behalf of the City of Fort Lauderdale Parks and Recreation I am provided a salary only - and have the sole responsibility to raise every dollar it takes to activate, market, promote, manage, staff and create a sense of community within the four green spaces that make up Las Olas Oceanside Park District on Fort Lauderdale Beach.

In FY 2022 we raised nearly \$315,000 through various means - all of which went to the above mentioned directives and producing 130 special events in addition to establishing 13 community group fitness programs per week. Much of this would not be possible without the BBID grant, which enables us to have a baseline budget to move forward in securing additional sponsors.

As a major contributor to the budget which funds of all activities within the Las Olas Oceanside Park system, the BBID was granted recognition by the City of Fort Lauderdale Parks & Recreation Department and City of Fort Lauderdale to be recognized that all events, activities and activations being hosted are presented "in partnership" and with the funding support of the City of Fort Lauderdale Beach Improvement District BBID.

I have included an email from City of Fort Lauderdale Parks & Recreation Director, Phil Thornburg.

**2022 FINANCIAL REPORT
LAS OLAS OCEANSIDE PARK**

INCOME

\$313,020.88

BBID Sponsorship Grant	\$152,264.95
Broward Cultural Division Sponsorship	\$5,000.00
Circuit Sponsorship	\$3,359.78
FLIFF Sponsorship	\$23,360.75
FLIPANY Sponsorship	\$840.00
FRLA Sponsorship	\$1,500.00
GMR / Humana Sponsorship	\$20,288.53
Jet Fuel / Jolly Time Sponsorship	\$1,675.00
New York Life	\$2,022.00
Parker Bryant	\$3,240.00
TMC - Weekend Market	\$42,445.10
We Florida Financial Sponsorship	\$2,022.00
SQUARE Income	\$46,269.41
Diwali	\$850.00
Elevate	\$2,385.00
FNSW Market	\$9,110.51
Fur the Love Pet Fest	\$3,440.00
LOOP Supporter Campaign	\$11,925.00
Movie Night	\$1,990.94
Ocean Sole Sales / EdSea	\$14,061.13
Pumpkins & Palm Trees	\$1,505.24
SOS Ocean Day	\$570.00
Ticket Sales - Misc.	\$431.59
Eventbrite - Ticket Sales	\$8,733.36
All Shook Up: ELVIS	\$714.31
Boogie Wonderland	\$611.45
Christmas Eve Sinatra	\$2,650.83
FTL Pet Fest	\$2,884.10
John Patti	\$417.48
Movie Night	\$30.68
Paint Class	\$166.50
Peter Mayer	\$822.25
Spring Fling	\$435.76

**2022 FINANCIAL REPORT
LAS OLAS OCEANSIDE PARK**

EXPENSES		-\$322,005.02
American Express Card	(\$39,396.48)	
Bank Fees	(\$50.90)	
Chase CC 2176	(\$47,240.16)	
Chase CC 5742	(\$23,283.67)	
Easter Event Staff / Talent	(\$3,378.03)	
Elevate Staff / Talent	(\$1,170.00)	
Elvis Deposit	(\$2,300.00)	
Fees / QuickBooks & Square	(\$935.90)	
FLIFF Sponsor Activation	(\$8,640.00)	
FNSW	(\$90,323.89)	
FTL Pet Fest	(\$8,058.00)	
Humana Sponsor Activation	(\$6,787.75)	
LOOP Staff	(\$26,045.94)	
Market Staff	(\$7,779.13)	
Market Staff / Talent	(\$7,854.13)	
Misc.	(\$5,725.43)	
Parker Bryant Sponsor Activation	(\$3,827.50)	
Pumpkins & Palm Trees	(\$4,432.13)	
Sales Tax	(\$586.71)	
SOS Event Activation	(\$1,231.00)	
Wonderland Talent / Staff	(\$10,391.30)	
rAv Loan Repayment	(\$22,566.97)	
	Profit/Loss	-\$8,984.14

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024 (October 1, 2023 – September 30, 2024)

GENERAL INFORMATION

1. Name of Event:	Visit Lauderdale Food & Wine Festival								
2. Registered Business Name:	Greater Fort Lauderdale Food & Wine Festival, Inc.								
3. Fictitious name, if applicable:	Visit Lauderdale Food & Wine Festival								
4. Company Address:	2369 N 37th Ave. Hollywood, FL 33021								
5. Amount requested from BBID:	\$ 70,000								
6. Indicate what the amount will be used for:	BID Funding will be used for brand development, promotion of the destination, and production costs directly related, but not limited to, advertising/ marketing, talent acquisition, and production (including fencing, infrastructure, road closure, security, sanitation, cleanup, promotions, printed materials, marketing, logistics, police detail, Fire/ EMS, tents, tables, chairs, talent fees, talent airfare and accommodations, signage, etc.).								
7. Indicate business structure of the company:	<table><tr><td><input type="checkbox"/> Sole Proprietorship</td><td><input type="checkbox"/> Partnership</td></tr><tr><td><input type="checkbox"/> C-Corporation</td><td><input checked="" type="checkbox"/> S-Corporation</td></tr><tr><td><input type="checkbox"/> Limited Liability Corporation LLC</td><td><input type="checkbox"/> Other, please specify:</td></tr></table>	<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership	<input type="checkbox"/> C-Corporation	<input checked="" type="checkbox"/> S-Corporation	<input type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Other, please specify:		
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8. Provide your contact information:	<table><tr><td>Name:</td><td>Kate Reed</td></tr><tr><td>Office phone:</td><td></td></tr><tr><td>Cell phone:</td><td>(585)750-9468</td></tr><tr><td>E-mail:</td><td>kate@66pros.com</td></tr></table>	Name:	Kate Reed	Office phone:		Cell phone:	(585)750-9468	E-mail:	kate@66pros.com
Name:	Kate Reed								
Office phone:									
Cell phone:	(585)750-9468								
E-mail:	kate@66pros.com								