

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2025 (October 1, 2024 – September 30, 2025)

#### GENERAL INFORMATION

1. Name of Event: Las Olas Oceanside Par, Ongoing Activations Oct 24 – Sept 25

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 2024 – September 2025. Funding will help support special events talent, marketing, advertising, 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

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#### 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.

The LOOP 2024 / 2025 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

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**SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES**

11. List all dates associated with the event:

a. Set-up date(s):

[Empty text box for set-up date(s)]

b. Event date(s) and hours: October 1, 2024 – September 30, 2025

[Empty text box for event date(s) and hours]

c. Breakdown date(s):

[Empty text box for breakdown date(s)]

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:

Historical and Legacy Events at Las Olas Oceanside Park, include:  
– Year-round: Weekend Markets and Specialty Activities

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 and Social Interactions,
- "Free" and Paid Tickets Claimed for Events,
- Parks & Recreation Tourism & Economic Impact Calculator
- Estimated Attendance Numbers; Attendee Home Location when available,
- Sponsors Acquired / Monies Raised to Supplement BBID Grant

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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 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 350,000 annual visitors who participate in both recreation programs and events throughout the Las Olas Oceanside Park district, the calculator projects a \$43,428,000 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.

Please see attached fiscal and calendar year recaps for 2021, 2022 and 2023.

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

We had historically calculated the BBID Grant request by placing a max. cap on funds / sponsor benefits based on number of event days, attendance, and marketing impact, which were broken down as:

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



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#### 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 Par, Ongoing Activations Oct 24 – Sept 25	
BBID Funding Request	\$ 175,000	
Budget does not have to balance. It can show a profit or a loss		
<b>Revenue – PROJECTIONS for 2024.2025, based on historical income</b>		<b>Projected \$ Amount</b>
Ticket Sales		\$ 5,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 50,000
Concession/Vendor Revenue		\$ 220,000
Other (specify):		
<b>Total Revenue</b>		<b>\$ 450,000</b>
<b>Percent of Revenue Covered by BBID</b>		<b>39%</b>
<b>Expenses – PROJECTIONS, based on historical expenses + anticipated staff salaries</b>		<b>Projected \$ Amount</b>
Venue		
Entertainment/Performers/Presenters – ALL RELATED EVENT EXPENSES 2022.23		\$ 280,000
Permits & Licenses		
Staff		\$ 160,000
Security		
Catering		
City Services (Public Safety, Parking, City Staffing etc)		
Advertising/Promotions – including Public Relations		\$ 40,109
Photography/Videography		
Displays, Décor, Supplies & Swag		
Cleaning & Sanitation		
Equipment Rental – annual Rental Fee for Storage Pod, Misc Equipment		\$ 6,691
Taxes & Fees		
Ticketing/Access		
Signage		
Office Expenses		
Other (specify):		
Other (specify):		
<b>Total Expenditures</b>		<b>\$ 486,799</b>
<b>Percent of Expenses Covered by BBID</b>		<b>36%</b>
<b>Net Profit/Loss</b>		<b>–\$ 36,799</b>

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20. When does your fiscal year end: September 2024

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. 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

### 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.

As an annual funder of all activities within the Las Olas Oceanside Park system, the BBID is recognized at the same level as the City of Fort Lauderdale Parks & Recreation Department and City of Fort Lauderdale, with all events, activities and activations being hosted and presented "in partnership" and with the funding support of the City of Fort Lauderdale Beach Improvement District [ BBID ] also referenced as the Fort Lauderdale Beach Business Community.

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#### 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.



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

- 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

**BBID Funding History**  
*(for BBID staff use only)*

*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*

Arianne Glassman

Arianne Glassman

Applicant Full Name (print) and Title

Applicant Signature

rAv Communications

February 28, 2024

Company Name

Date Signed

**Contact information for inquiries:**

City of Fort Lauderdale  
Daphnee Sainvil, Public Affairs Division Manager  
Phone: 954.828.6075  
Email: [DSainvil@fortlauderdale.gov](mailto:DSainvil@fortlauderdale.gov)