

## **Beach Business Improvement District BID Grant Application**

- 1. Name Of Applicant and Corporate/ Legal Name of Company, if any:**  
Arianne Glassman | President, rAv Communications  
Corporate Name on Record: A&R Enterprises of So FL, Inc.
- 2. Name of Event / Project:** Fort Lauderdale Beach Group Sales & Marketing Tool Kit
- 3. Location of Event:** N/A
- 4. List all Dates Associated with this Event:** N/A | Upon BID Approval for Funding
  - a. Project Phase 1
    - i. Data Collection
    - ii. Video Storyboarding and Location Selection
    - iii. Video Production
  - b. Project Phase 2 (if approved)
    - i. Website Design Drafts
    - ii. Data Upload
    - iii. Sales Sheet Designs
    - iv. Partner Login Programming
    - v. Video Donut Loops
  - c. Project Phase 3 (if approved)
    - i. Email / Direct Mail Toolkit to Database
    - ii. Host First Webinar for Industry
    - iii. Launch Social Media Ad Campaign
    - iv. Launch 'Video Supplement' – "MY" Fort Lauderdale Beach snippet series
- 5. Hours of Operation:** N/A
- 6. Projected Attendance:** N/A
- 7. Cost to Attendees:** N/A
- 8. Total Cost of Event (Project):** \$25,000 - \$100,000
- 9. Amount Requested from the BID:** \$25,000 - \$96,350.00
- 10. Indicate what the amount will be used for:**

### **Option 1: \$25,000**

#### **Video Package/ Project Management**

Three Two-minute Videos (see #12 outline)

### **Option 2: \$30,500**

#### **Option 1, plus Video Breakout Donut Loop Package**

Production 5 Video Donut Loops (My, Food, Art, Music, Experiences)

Ongoing Graphics/ Design to film/create loop insert information for approx. 6 months

### **Option 3: \$63,550**

#### **Option 2, plus Microsite off MyFortLauderdaleBeach.com Meeting Planner Specific**

Website Updates / Social Platform and Upgrades / Programming

i. Administrative (20 hours week x 36 weeks/Data Sourcing and Entry)

ii. Support Materials | Design & Branded Graphics

#### **Additional Marketing/Advertising/Podcasts**

Meeting Planner Database / DMC's

Monthly Podcasts via Go To Meetings/Podcast Production

CVB Co-Op Advertising and/or Branded Gifts/Hosted FAM Events

### **Optional: + \$32,800 / Total Annual Commitment: \$96,350**

Additional 6 months of video update shoots and part time admin support

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## 11. List Other Revenue Sources (other than amount requested from the BID) and the amounts requested/committed

No additional revenue sources have been secured at this time. Additional opportunities to pay for inclusion in loops marketed in the "Boulevard and Beyond" category

## 12. Proposed Activities Planned (Project):

### VIDEO TOOL KIT

#### Video One – WHY Fort Lauderdale Beach for your Group Meeting

EX: Visit New Orleans: Great Place to Do Business <https://youtu.be/OlpV4EMEraQ>  
Beach Destination Video with things important to Meeting Planners Ex. Offsite Dining, Attractions, Unique Experience, Proximity to Airport, Transportation, Free Things/ Low Cost Things to Do, Tours/Excursions

#### Video Two – Testimonial Video – What We LOVE About Fort Lauderdale Beach

Example Video: N.O. for Meeting Planners: <https://youtu.be/heQ9cjDdBI8>  
High profile meeting planners and conventions talk about their experience and why they choose Fort Lauderdale Beach

#### Optional Tool/ Resource:

**Breakout Donut Loop Hospitality Workers** – The “MY” in My Fort Lauderdale Beach – personal tips from the people who live, work and play here – 30 sec donuts

#### Video Three – The Beach to the Boulevard and Beyond

2-minute Overview Video; Food (Dining); Art (Culture/Activities); Music (Nightlife); [Unique] Experiences (Everything Else - Events, Beach Yoga, Classes, Kayaking, Shopping)

**Optional Breakout Donuts** for each (F.A.M.E) to create 30-45 second social videos  
Videos used as part of the GoTo Meeting webinars, Social Posts, Meeting Planner Toolkits for group destination packages

### WEBSITE:

- Purchase Additional Meeting Planner Direct Domain to Link into MyFTLB.com
- Design and Programming Website
- Database for Upload /Digital Asset Download
- Online Form / Database
- Sortable Multi-Media Gallery
- Password Login for Partners
- Webinar Registration and Archive
- Insiders Blog Directory

### ADMINISTRATION (Part-Time Position)

- Data Collection/ Data Entry & Upload (All Business on MyFTLB Website)
- Coordinate Listings Offline for Boulevard & Beyond)
- Review CVB Data and Render Down/ Update to include Only Fort Lauderdale Beach Barrier Island and “5-mile radius” Boulevard and Beyond Information
- Coordinate Group Sales Packages with Attractions/Businesses
- Coordinate Spreadsheet or Food, Art, Music (Nightlife) and Events/Experiences

### DESIGN AND GRAPHICS

- Template for all Printable Downloads / Social Media
- Video Donuts Graphics

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**13. BID event sponsorship if approved shall only be seed money, with contributions reduces in subsequent years. Provide a business plan detailing how the proposed event (project) will become self-sustaining within 3-5 years.**

The GFLCC Marketing Committee would like to propose the BID fund and sustain an ongoing Tourism Marketing initiative to compliment the GFLCVB Countywide efforts.

The initiative would be similar to those instituted and adopted by the City of Pompano Beach, with the hire of a dedicated Tourism Marketing manager in 2014, as well as the ongoing efforts of the City of Hollywood CRA with a dedicated Marketing & Tourism Coordinator on staff full time.

Managed by the agency on record for the BID to fulfill the MyFortLauderdaleBeach.com contract and the BID manager, an advisory committee comprised of GFL Chamber of Commerce Beach Council Marketing Committee, Sales & Marketing Managers, and one member of the GFL CVB would make recommendations for tools and marketing.

Should the efforts prove beneficial and increase group business for hoteliers, food & beverage outlets and attractions, subsequent requests to update and increase tools may be recommended to the BID Board every 6 months.

**14. Explain in detail the positive economic impact the proposed project will have for the BID and Beach Businesses. 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 number of visitors to the BID District.**

The current forecast and trend shows group business taking a dip between 2018 - 2020. To compliment the GFL CVB's group /meeting sales initiatives for the county at large, the GFLCC Beach Council Marketing Committee aims to take a proactive stance for the BID zone and Barrier Island.

The advisory committee indicated having a dedicated tool kit, which spoke specifically to the needs of meeting planners and group business decisions makers on the advantages of the Fort Lauderdale Beach destination, would have a positive impact. The ability to have a data entry coordinator provides the sales teams with up to the minute information and tools to give an advantage in securing new group business.

**15. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the project.**

The committee will communicate the results of the project to the BID Committee:

- Website and Social Impressions
- Marketing Material Downloads
- Feedback from the Advisory Committee and BID Zone Businesses
- Sales revenues directly attributable to the marketing efforts

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**16. Explain in detail how the proposed event (project) will aid the BID's efforts to identify or brand the beach as a world-class destination.**

The Group Business Sales Tool Initiative will aid the BID's efforts of marketing the beach as a world-class destination, by further illustrating the friendly, easy to get to and get around destination for the group meeting planner and traveler.

The overall messaging will echo the GFLCVB's "Greater Together" and "Hello..." campaigns - thus bringing the leisure market messaging to the group business sector which focuses directly on Fort Lauderdale Beach, plus "the Boulevard and Beyond"

Furthermore, attention will focus specifically on the "hot-buttons" of meeting planners and destination management companies, and will translate through four pillars the area is most known for beyond sun and sand, namely Food, Art, Music, Experiences / Events.

**17. Provide a detailed marketing plan that explains how the proposed event (project) will be marketed / advertised**

The Marketing Toolkit will be accessible to Sales and Marketing Managers as well as Meeting Planners who are granted access to resources and tools.

We will market the tool kit through:

- Direct Mail/ Direct Email
- CVB Co-op Advertising
- Monthly Webinars
- Social Media Paid Ads
- Partner Websites

All data and tools will be shared with the CVB

**BID Sponsorship Fulfillment  
Applicant Contact Information**

**Address:** 1518 Garfield Street, Hollywood, FL 33020

**Office Phone:** 954.205.8754

**Cell Phone:** 954.205.8754

**Email Address:** [ari@ravcommunications.com](mailto:ari@ravcommunications.com)

**Applicant Full Name:** Arianne Glassman

**Applicant Signature:** 

**Company / Title:** President / rAv Communications.com

**Date:** October 30, 2017