



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

**1. LEGAL NAME OF APPLICANT ( FIRST NAME, SUR NAME )**

Arienne Glassman

**2. REGISTERED BUSINESS NAME AND FORM OF BUSINESS ENTITY (A-C)**

**A. REGISTERED BUSINESS NAME:** A&R Enterprises of South Florida Inc

**B. IS THE COMPANY DOING BUSINESS UNDER ANOTHER NAME, IF YES, LIST NAMES(S)** rAv Communications

**C. MARK (X) NEAR APPLICABLE BUSINESS STRUCTURE**

- Sole Proprietorship
- Partnership
- Corporation
- S Corporation
- Limited Liability Company

**3. NAME AND POSITION/TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY, ON BEHALF OF THE STATED BUSINESS ABOVE**

Arienne Glassman; President

**4. NAME OF EVENT / PROJECT / PROPOSAL**

**The LOOP FLB** [ March through September, fiscal 20-21 ]

- LOOP FIT; Eight Classes Weekly through September 30, 2021
- Friday Night Sound Waves; March 19 – July 2 | 6:30 pm – 9:30 pm
- Catch Kids Club; March 19 – July 2 | 4:30 pm – 6:00 pm
- SENSational Easter; Saturday, April 3 | 12 pm – 4pm
- FLLY Kite Festival; Sunday, May 2, 2021 | 10am – 4pm
- FIT Family Day, June 12 | 10am – 4pm
- Storytime Theater, August 6, 13, 20, 27 | 7:00 – 8:30 pm

**5. LOCATION OF EVENT(S) – PROVIDE DESCRIPTION AND LOCATION MAP OR SITE PLAN**

Las Olas Oceanside Park, 3000 E. Las Olas Boulevard

Las Olas Beach Garage Sunset Terrace, 200 Las Olas Circle [ LOOP FIT ONLY ]

**6. LIST ALL THE DATES ASSOCIATED WITH THE EVENT**

**A. SET UP DATE(S):** Varies

**B. EVENT DATE(S):** Varies

**C. BREAK-DOWN DATE(S):** Varies

**7. HOURS OF OPERATION:** Varies



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

- 8. PROJECTED ATTENDANCE:** Varies by Event/ Activity  
LOOP FIT Approx. 250 / per week  
FNSW: 500 Nightly [ Catch Kids Club: 25-30 / weekly ]  
Sensational Easter: 350  
FLLY Kite Festival: 500  
Family FIT Day: 350 – 500  
Storytime Theater – 100+/ wk.
- 9. COST TO ATTENDEES:** Free – \$15  
LOOP FIT: Free - \$15  
FNSW / Catch Kids Club: Free  
Sensational Easter: Free  
FLLY Kite Festival: Free  
Fit Family Day: Free  
Storytime Theater: Free
- 10. TOTAL EVENT(S) COST:** Estimated \$209,350  
**OVERALL BRANDING – \$8,000**  
**LOOP FIT - \$26,450**  
Free Weekly Classes: \$21,000 / 140 free public classes [ 30 weeks ]  
Wellness Wednesday Walking Club: \$4,800  
COVID Compliance Supplies / Signage - \$650  
**FNSW - \$101,600**  
Entertainment: Bands (including Parking): \$38,000  
Entertainment: Dancers / Break Entertainment: \$5,600  
CATCH Kids Club: \$5,000  
Event Management: \$16,000  
Staff / Security / Photographer: \$16,000  
Insurance: \$2,400  
Marketing / Advertising / Signage: \$18,600  
    Digital – \$4,600 / Print [ Magazine / Paper ] - \$8,000  
    Collateral / Misc. – \$2,800  
    COVID Masks (MyFTLB) - \$700 / 500  
    On-Site COVID Signs & Banners - \$2,500  
**SENSational Easter - \$14,300**  
Easter Set [ Photos ] / Supplies - \$5,500  
Entertainment - \$3,000 [ Easter Bunny, Balloon Artist, Face Painter, Music ].  
Easter Art Projects - \$2,500  
Staff / Security / Photographers - \$1,800  
Signage / Advertising - \$1,500  
**FLLY Kite Festival – Est. \$20,000**  
**FIT FAMILY DAY – Est. \$15,000**  
**STORYTIME THEATER (4 times) – Est. \$24,000**



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

**11. AMOUNT REQUESTED FROM THE BID: \$107,500**

**12. INDICATE WHAT THE REQUESTED AMOUNT WILL BE USED FOR:**

Overall LOOP Branding - \$5,000 – Banners on A1A  
FNSW Title Sponsorship - \$75,000 – Bands, Entertainment, Staff, Marketing/ Advertising, Covid  
Sensational Easter Sponsor - \$5,000 – Entertainment, Staff / Security / Photography/ Advertising  
FLL Kite Festival Sponsor - \$10,000 – Advertising, Infrastructure, Staff, Security, Photographer  
Family Fit Day Sponsor - \$5,000 – Advertising, Infrastructure, Staff / Security  
Storytime Theater Sponsor - \$7,500 – Stage Set, Performers, Marketing, Advertising

**13. LIST OTHER REVENUE SOURCES (OTHER THAN AMOUNT REQUESTED FROM THE BID). IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, AND STATUS OF THE REQUESTED FUNDS.**

**Secured**

- rAv Communications - \$30,000
- American Express - \$7,500
- Target - \$7,500
- Ocean Spray - \$3,000
- Damrak VirGIN 0.0 - \$500
- Fort Lauderdale Media Assoc. - \$5,000 In-kind advertising; Bi-Monthly Byline Article
- Go Riverwalk Magazine - \$5,000 in-kind advertising

**Pending / Proposals Out or In Negotiation**

- Celsius Energy Drink - \$5,000
- Children's Service Council of Broward County - \$6,000
- Barnes & Noble Bookstores - \$10,000
- Dick's Sporting Goods - \$2,500 and/or in-kind supplies
- Greater Fort Lauderdale Alliance - \$20,000
- Johnson & Johnson - \$5,000
- Nestle Waters N/A – \$2,500 + In-Kind Product Donation

**Estimated Income**

- LO/OP FIT Membership - \$2,000

**14. PROPOSED ACTIVITIES PLANNED ( ATTACH NARRATIVE IF NECESSARY)**

**LOOP FIT** Free and Low-Cost to the Public Fitness Classes ranging in a variety of modalities, with a goal of bringing people of all ages, demographics, and abilities together to get fit and connect with one another and the community. **NOT APPLICABLE TO REQUEST**

**FRIDAY NIGHT SOUND WAVES** Concerts featuring live music performances by local and regional bands, including Jazz, Latin, County, Top 40, Indie, Oldies and Classic Rock genres from 6:30 – 9:30 pm.

**CATCH KIDS CLUB** - The Coordinated Approach to Child Health (CATCH) promotes physical activity to children aged 5-12 through a variety of activities designed to increase motivation and participation in moderate-to-vigorous physical activity. 4:30pm – 6pm



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

**CONT.**

**SENSational EASTER** Traditional Easter Egg Hunt with an emphasis on programming and activities for children with disabilities and/or on the autism spectrum.

**FLLY KITE FESTIVAL** Weekend before Air Show.

The goal is to become a major annual event promoting the science and education behind kite building and aeronautics. Discussing a partnership with the Greater Fort Lauderdale Alliance, Fort Lauderdale Executive Airport, local Broward County Schools / Technical Colleges with STEAM programs and Art institutions. The event will be a fun yet educational experience to design, build and fly kites.

**FIT FAMILY DAY** Celebrated the second Saturday of June each year, Family Health & Fitness Day promotes the importance of parks and recreation in keeping communities active and healthy. The event will operate in conjunction with the Farmers Market at Las Olas Oceanside Park

**STORYTIME THEATER:** Coinciding with the start of the School Year and in advance of the annual Broward Reads for the Record, Storytime Theater brings Children's Favorite books to life through live actor performances.

**15. BID EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE "SEED" MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS UNLESS OTHERWISE APPROVED BY THE BID. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT WILL BECOME SELF-SUSTAINING WITHIN 3-5 YEARS. ATTACH A NARRATIVE IF NECESSARY.**

In 2018, coming off of a successful two years (2016-2017) of fundraising, building relationships with major sponsors and support of the CVB, we had expressed Friday Night Sound Waves would most likely never be a self-sustaining program. However, with over \$285,000 in earned media in 2017, and an estimated \$1.09 - \$1.85 Million in calculated direct and indirect Economic Impact, the hope is the BID would view the contribution as a valuable investment in experiential initiatives.

The momentum gained in the 2019 season halted due to major construction on Fort Lauderdale Beach at the event site and was compounded in 2020 due to Covid. Although 2021 will be the 6<sup>th</sup> year, in a Covid-atmosphere, and in the current economic climate, it might as well be year 1.

That being said, the event has a history, and as being a part of an overall 3 to 4-year marketing and branding campaign with other events surrounding it – there is the opportunity to reduce the line item, as in this fiscal year, by bundling sponsorship opportunities and grow financial and in-kind support.

**16. EXPLAIN IN DETAIL THE POSITIVE ECONOMIC IMPACT THE PROPOSED EVENT / PROJECT /PROPOSAL WILL HAVE FOR THE BID AND BEACH BUSINESSES. INDICATE HOW IT IS CONSISTENT WITH THE LEGISLATIVE DETERMINATIONS OF SPECIAL BENEFITS FOUND IN ORDINANCE C-06-34, SECTION 1.04 (A)(2), BY INCREASING THE NUMBER OF VISITORS TO THE BID DISTRICT.**



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The economic impact of activating The LOOP, as stated in the legislation, meets all the criteria of contributing to a clean and safe business environment, increased number of visitors, and increased commerce and investment.

On the safe and clean business environment side, when activities take place which welcome people from all walks of life, and a varying socioeconomic and demographic mix, it provides attendees a sense of community. That feeling of community translates into having a heightened comfort level and connection with an area. It is itself makes one feel safe by being around a group of “friends”.

Data from a recent survey of more than 100 respondents, that 27% stated they only visit Fort Lauderdale Beach when there are events they wish to attend; while 31% stated they visit at least once a month. With Friday Night Sound Waves now being a part of a more robust activation schedule, we believe that number will help increase the 17% who state they visit at least once a week.

Furthermore, as the visitors are researching locations to visit, having activities take place steps from their hotels or near area restaurants, provides one more reason to visit. This is especially important with the rise in parking rates, and more drive market visitors who may be looking for a destination where they can walk to activities. **NOTE: ALL EVENTS HAVE BEEN COUNTY APPROVED FOLLOWING COVID COMPLIANCY PROTOCOLS**

### **17. DISCUSS HOW THESE IMPACTS WILL BE MEASURED AND REPORTED TO THE BID COMMITTEE UPON COMPLETION OF THE EVENT. ATTACH A NARRATIVE IF NECESSARY.**

Audience Surveys | Attendance Numbers | Financial Sponsorship Gains | Investment ROI  
Photo & Video Content | Print & Digital Media Samples | Business / Stakeholder Surveys.

### **18. EXPLAIN IN DETAIL HOW THE PROPOSED EVENT(S) WILL AID IN THE BID’S EFFORTS TO IDENTIFY OR BRAND THE BEACH AS A WORLD-CLASS DESTINATION. ATTACH A NARRATIVE IF NECESSARY.**

I would not describe the LOOP Activations as “world class events”, however they do contribute to the identity of Fort Lauderdale Beach in ways which define the greatest brand attributes – easy, accessible, authentic and fun, and a place where people from all walks of life – regardless of age, race or economic come together through *Infinite Experiences for Everyone Under the Sun*.

According to Destination Analysis (October 19, 2020) Americans plan on taking about 3 leisure trips on average in 2021—primarily to cities, small towns and beaches. In terms of the actual experiences they will prioritize, spending time with loved ones, getting away from crowds, enjoying nature, going to new places they haven’t been before, excitement and energy, as well as budget travel will be top.

Well over a third of Americans whose job allows them to telecommute say they are likely to take a “workcation” in 2021. Meanwhile, 29.4% of Americans who travel with school-aged children say they are likely to take a “schoolcation.”

As to the most popular destinations Americans plan to visit in 2021, Florida, New York, Las Vegas, and California look to remain tourism powerhouses.



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

Furthermore, Tourism Review stated in a November 2020 study, while cities lost some of its glitter to travelers in the time of social distancing, urban destinations will still be attractive to many in 2021. City destinations offer numerous sights, activities as well as comforts like large airports with direct flights to any part of the world, extensive hotel infrastructure (adapted to meet all needs) and a wide range of restaurants.

Of this, cultural, food and family tourism top the list for leisure travelers and promotes the development of the local identity of the destination. Among the main activities that the traveler looks for are visits to museums, attending festivals or tasting the local cuisine, but it also includes more intimate local celebrations or even learning the language. Families require specific features of the accommodation facilities, often looking for recreational activities that would entertain every one of the members. Hoteliers and destinations targeting families need to consider that. Similarly, destinations must have the resources necessary to make it easier to move and stay, since the trip should be a reason for relaxation for the family and not for added stress.

### **19. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED / ADVERTISED. ATTACH A NARRATIVE, IF NECESSARY.**

Social Media Targeted Ads, Email, Print and PR.

At present, I also have the benefit of being asked to byline a bi-monthly column in Fort Lauderdale Media Associates residential newsletter publications targeting the Las Olas, Rio Vista, Harbor Beach and Landings Communities which are mailed to just under 20,000 homes with another 8,000 distributed throughout the regions.

The CVB has also pledged to support the initiatives as we are finalizing schedules. CVB President and CEO, Stacy Ritter, stated *"You are so creative and innovative. I just love what you are doing."*

### **20. BID SPONSORSHIP TERMS:** Describe how the BOD Sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c)

#### **A. THE BID LOGO**

*Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels, including radio, TV, print, online and on-site via banners, stage announcements, etc.*

#### **B. BID MANAGER WILL REVIEW AND APPROVE**

*Associated media, marketing, and advertising to ensure accuracy*

#### **C. OPPORTUNITY FOR 10 X 10 FOOTPRINT AT THE EVENT**

*BID is responsible for décor, rentals, and staffing*





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### 21. Mark [X] If You Understand and Agree with Each Statement

- I will request the BID logo in the appropriate format for Marketing Purposes
- I will provide a Presentation of the Event or Project to the BID Committee 90 Days Prior to the Proposed Event or Project [ there are 39 days between presentation and event start date ]
- I have completed the new vendor application form to the City of Fort Lauderdale
- I have completed a W-9 form with the City of Fort Lauderdale
- If BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting of which this item will be reviews to answer any questions the City Commission may have
- If the City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale / City Hall  
c/o D'Wayne Spense, Assistant City Attorney  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such, if approved, I will provide a final invoice at the end of the event or project along with supporting documents for expenses details in question 12.

- If city Commission approves BID funding, and after the event or project is complete, I will provide a post event financial overview presentation to the BID Committee

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (including profit and loss statement), prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID  
Attn: Vanessa Martin, Business  
914 Sistrunk Boulevard, Suite 200  
Fort Lauderdale, FL 33311

- The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing post-event presentations. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## APPLICANT CONTACT INFORMATION

**Physical Address:** 1518 Garfield Street  
Hollywood, FL  
**Zip Code:** 33020  
**Office Phone** 954-205-8754  
**Cell Phone** 954-205-8754  
**Email Address** ari@ravcommunications.com

Prior to Signing, Mark [x] to confirm the following:

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/MARKETING EFFORTS
- AS APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN THE BID APPLICATION AND CITY AGREEMENT

(OR)

- NOT AUTHORIZED TO SIGN THE AGREEMENT

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY. NAME SHOULD BE THE SAME AS QUESTION #3

Arianne Glassman

Arianne Glassman

Applicant Full Name (Print)

Arianne Glassman

Applicant Signature

Arianne Glassman

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

Company Name & Applicant Title

January 29,2021

Date Signed

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

**\*Only authorized representatives of the company/corporation applying for the grant fund may sign the application. If applicant does not have the authority to sign a binding agreement applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company or corporation with the city of Fort Lauderdale.**



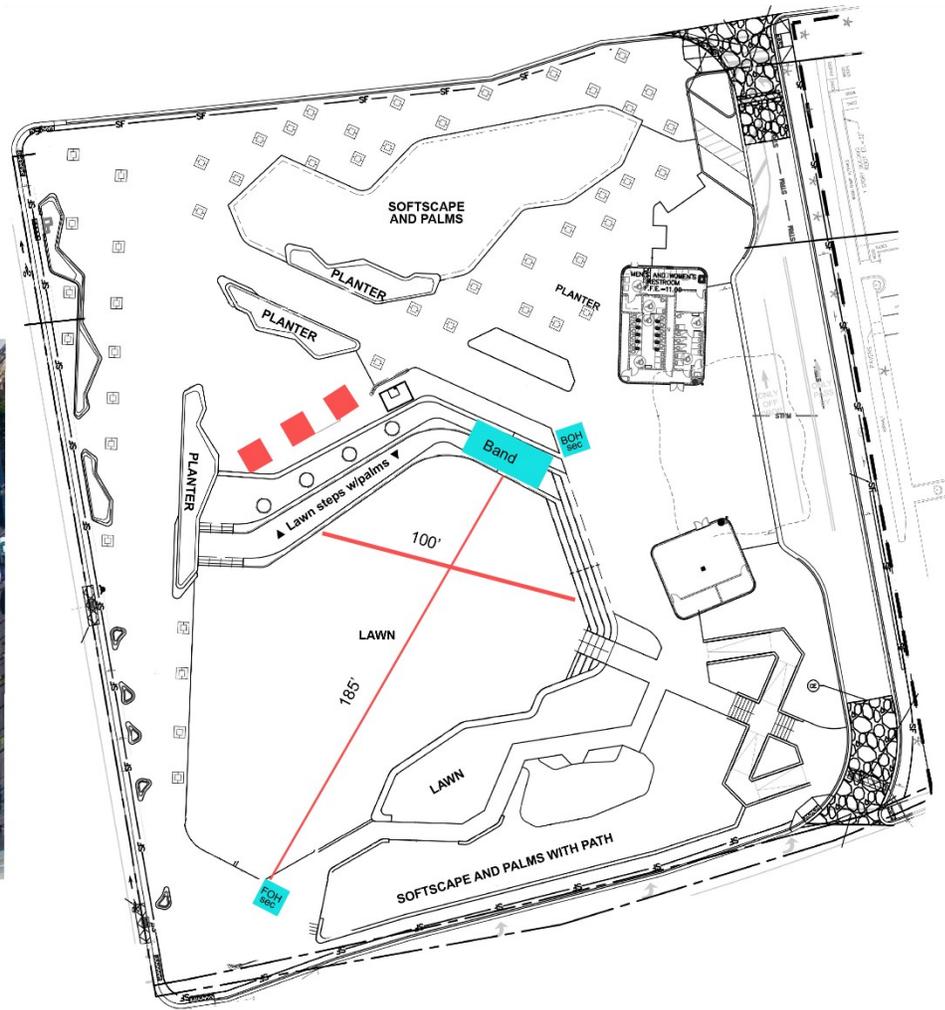
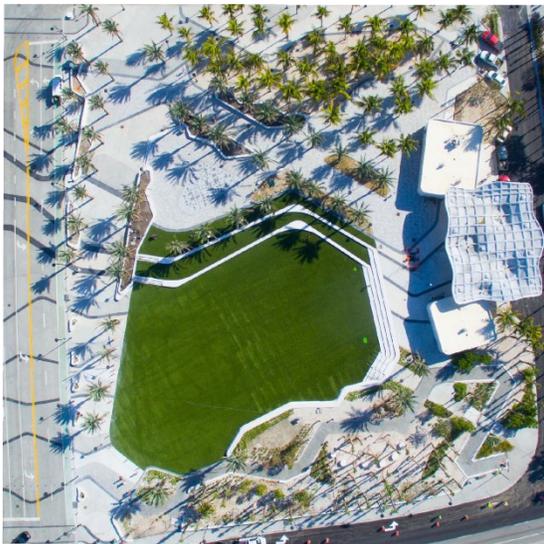
# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## EXHIBIT A – FNSW SITE MAP and LOCATION

Friday Night 4pm - 10pm  
Oceanfront Plaza  
Scale: .4" = 10'

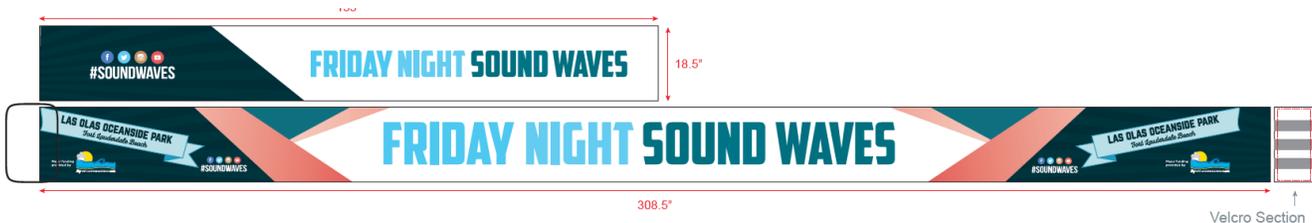
- Band Stage Tent 13 x 26
- Production Tents 10 x 10
- Sponsor Tent 10 x 10
- Picnic in the Park 10 x 10

Lawn Area - 18,500 sq feet = 513 ppl Covid Compliant ( 36 sqft pp )  
This does not include steps, walls or paver area



### EXAMPLE LOGO USAGE

#### Tent Valance





# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## EXAMPLES OF LOGO USAGE – CONT.

### Examples of Logo Usage

- **Top Right:** Full Page Advertorial Monthly in Go Riverwalk Magazine
- **Bottom Left:** Rack Card
- **Bottom Right:** Social Graphic



### SAVE THE DATE



Whether you are one-year in or celebrating 50+, come say "I DO" again, at the **Valentine's Day Vow Renewal Ceremony**, at Las Olas Oceanside Park, Fort Lauderdale Beach, on Fri., February 14 at 6 PM. The group non-denominational ceremony is free to attend and welcomes everyone. Visit [MyFTLB.com](http://MyFTLB.com) for registration information.

Need some ideas for Valentine's Day in Fort Lauderdale? Want to create a memorable experience for that special someone? Whether you are looking to plan something fun, adventurous, relaxing or romantic, you will find the perfect way to share your love on Fort Lauderdale Beach.

Check out our list of Cupid-approved Valentine's Weekend dine, discover, stay and play specials and events. Afterall, Fort Lauderdale Beach was made for love, even the water kisses the shore. View The Guide, online at [MyFTLB.com](http://MyFTLB.com)

### FOR THE LOVE OF FOOD



Plenty of wining and dining await attendees during a week of star-studded culinary events which will take on and around Fort Lauderdale Beach during the SOBEWFF **Crave GFL Series**. With seven events, presented by MyFTLB.com, including the debut of the new Sandwich Showdown, you can eat, beach, repeat day 'til dawn.

### ROSÉ ALL DAY



With the Ocean as its backdrop, AutoNation, Mercedes-Benz and Venice Magazine present **SEAGLASS: A Rose Experience** the weekend of Feb 8 - 9. Benefiting AutoNation's DRV PNK initiative, attendees will experience an atmosphere that celebrates the best in wine, art, food, music and fashion. View details at [MyFTLB.com](http://MyFTLB.com)



### STAY CONNECTED

WE'RE SOCIAL @MYFTLB



**FRIDAY NIGHT SOUND WAVES**  
JAN 24 - JUN 26  
@ LAS OLAS OCEANSIDE PARK  
Fort Lauderdale Beach  
#SOUNDWAVESFLB

**FREE CONCERT EVERY FRIDAY FROM 6:30-9:30 PM**

FEBRUARY 7	SABOR LATINO	FEBRUARY 20	THE GOODNICKS
FEBRUARY 14	REACTION	MARCH 6	TASTY VIBRATIONS
FEBRUARY 21	MR NICE GUY	MARCH 13	FIRESIDE PROPHETS
FEBRUARY 28	THE GOODNICKS	APRIL 3	JOEL DASILVA
MARCH 6	TASTY VIBRATIONS	APRIL 10	BIG HARVEST
MARCH 13	FIRESIDE PROPHETS	APRIL 17	SHANE DUNCAN

Save the Date!  
FEBRUARY 14  
VALENTINES DAY  
I DO, AGAIN  
VOW RENEWAL

VIEW THE FULL LINE UP & UPCOMING SPECIAL EVENTS @ [FridayNightSoundWaves.com](http://FridayNightSoundWaves.com)

Major funding provided by

### ON THE HORIZON

#### February

- 2 **The BIG GAME on the Beach** View the Guide
- 8 **Fort Lauderdale Beach Sweep** Las Olas & A1A
- 8,15,22,29 **Farmers, Antiques & Artisan Market** L.O.O.P.
- 8-9 **SEAGLASS: Rose Experience** Hilton FLB Resort
- 9 **Serenades at Sunset** Sonesta Fort Lauderdale Beach
- 9 **Full Moon Beach Gathering** Fort Lauderdale Beach N.
- 13 **Full Moon Rooftop Party** Bo's Beach
- 19 **Crave GFL Dinner** Steak954
- 20 **Crave GFL Dinner** S3 Restaurant
- 22 **Crave GFL Sandwich Showdown** Hilton FLB Resort
- 22 **Crave GFL Dinner** Burlock Coast
- 23 **Crave GFL Drag Bunch** W Fort Lauderdale
- 23 **Covenant House 5K on A1A** Fort Lauderdale Beach

View a complete calendar of events and ongoing weekly experiences, at [www.MyFTLB.com](http://www.MyFTLB.com)



**FRIDAY NIGHT SOUND WAVES**  
FORT LAUDERDALE BEACH

**FREE CONCERTS EVERY FRIDAY 6:30 - 9:30 PM**  
LAS OLAS OCEANSIDE PARK  
*Fort Lauderdale Beach*

<b>FEBRUARY</b>	<b>MAY</b>
07 SABOR LATINO	01 THE LIVESAYS
14 REACTION	08 SCHOOL OF ROCK
21 MR NICE GUY	15 KHEMISTRY
28 THE GOODNICKS	22 CLASSIC ROCK THERAPY
<b>MARCH</b>	<b>JUNE</b>
06 TASTY VIBRATIONS	29 WILDFIRE BAND
13 FIRESIDE PROPHETS	05 ALL STAR SOUL
20 SPRED THE DUB	12 GORO CASTILLO
27 SONLOKOS	19 GYPSY LANE
<b>APRIL</b>	26 VALERIE TYSON
03 JOEL DASILVA	
10 BIG HARVEST	
17 SHANE DUNCAN	
24 TITO PUENTE JR.	

*Come Early!*

**FRIDAYS 4-10 PM LOCAL ART VENDORS**  
ACOUSTIC MUSIC • LIVE ART  
STREET PERFORMERS 4-6PM  
PICNICS IN THE PARK

**MUSIC & MAKERS**

[FRIDAYNIGHTSOUNDWAVES.COM](http://FRIDAYNIGHTSOUNDWAVES.COM)

#stayintheLOOP #soundwavesFLB

**FRIDAY NIGHT SOUND WAVES**

**CHEERS TO 5 YEARS**

JAN 24 - JUN 26  
6:30PM - 9:30PM

@ LAS OLAS OCEANSIDE PARK  
Fort Lauderdale Beach

#SOUNDWAVESFLB



# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## EXHIBIT B – BRANDING LOOP/ MYFTLB





# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## EXHIBIT B

INFINITE EXPERIENCES FOR  
EVERYONE UNDER THE SUN

MUSIC FUN  
EVENTS FAMILY  
ACTIVE EDUCATION  
ENTERTAINMENT



LAS OLAS  
OCEANSIDE  
PARK



3000 E LAS OLAS BLVD  
AT THE CORNER OF LAS OLAS BOULEVARD AND A1A





# BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

## EXHIBIT C



Visit Events Menu

### Friday Night Sound Waves

But I must explain to you how all this mistaken idea praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great of the truth, the master-builder of human happiness.

Every Friday 6-9, March 5 - July 2  
Las Olas Oceanside Park

See full schedule →



**Joel DaSilva**

28th of December 2020

The beach is a state of mind so while we have to be apart we are taking Friday Night Sound Waves on the road, with virtual performances from our talented musicians homes. #FindYourBeach

Time: From 6:30pm - 7:30pm



**Lauren C. Mitchell**

28th of December 2020

The beach is a state of mind so while we have to be apart we are taking Friday Night Sound Waves on the road, with virtual performances from our talented musician's homes. #FindYourBeach

Time: From 6:30pm - 7:30pm



**Danny Garcia**

28th of December 2020

One of Fort Lauderdale Beach's mainstay entertainers, Danny Garcia can be heard singing to the crowds nightly at Rock Bar.

Time: From 6:30pm - 7:30pm

### Coming up

Parking  
Information

Area  
Guide

Dining  
Guide

FAQs

### GET TO KNOW THEM Sponsors



NETFLIX



### Subscribe to our Newsletter

Name

Email

Subscribe →



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#STAYINTHELOOP





# THE LOOP

**FORT LAUDERDALE BEACH**  
INFINITE EXPERIENCES FOR EVERYONE UNDER THE SUN

The contents of this presentation have been prepared by rAv Communications and is general background information related to the Fort Lauderdale Beach Outdoor Spaces Activation Plan, as of the date of this presentation. This information is presented in summary format and does not claim to be complete. This presentation is considered to be both proprietary and confidential. Distribution of the contents of this presentation is strictly prohibited without written consent from rAv Communications. 11/1/2020



## VISION: POSITIONING

Like Central Park in New York, Savannah's 22 Squares and The BeltLine in Atlanta, the Las Olas Oceanside Park system ( **The LOOP** ) have all the elements within it to:

- Brand Fort Lauderdale Beach as more than just sun, surf and sand; a hub of activity minutes from our Airport, Cruise Port and the multitude of experiences the City of Fort Lauderdale / County has to offer
- Create a value add for visitors ( local, drive and fly-in ) by expressing Fort Lauderdale Beach / The LOOP is a destination in itself for authentic experiences; a place for *Everyone Under the Sun*
- Position Fort Lauderdale Beach as the "backyard playground" for locals, and welcoming them year round to "vacation in your backyard" whether for an hour, day, weekend or longer
- Compliment the vibrancy of the Downtown Business, Shopping and A&E District by positioning Fort Lauderdale Beach as an Urban Oasis with "*Infinite Experiences for Everyone Under the Sun*"

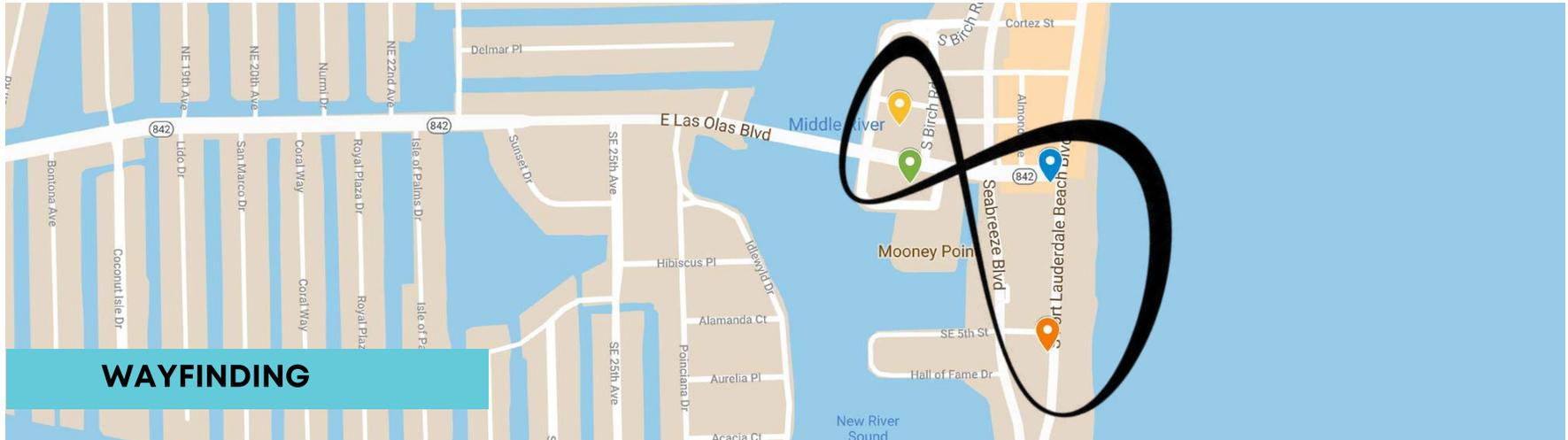


LOGO & TAGLINE



**LOGO DESIGN / TAGLINE | Simple, Clean, Confident**

- Modern, double line, open face font to emphasize the open air, ease of getting around, and the bridges which connect the barrier island to the city
- Connect the OO's in LOOP, to create an Infinity Symbol and convey the inclusive nature of the destination as well as establish a connection with the tagline
- De-emphasize Las Olas in each location's proper name through abbreviation; add Fort Lauderdale Beach
- Reiterate the new CVB tagline of "Everyone Under the Sun" by preceding it with "Infinite Experiences"



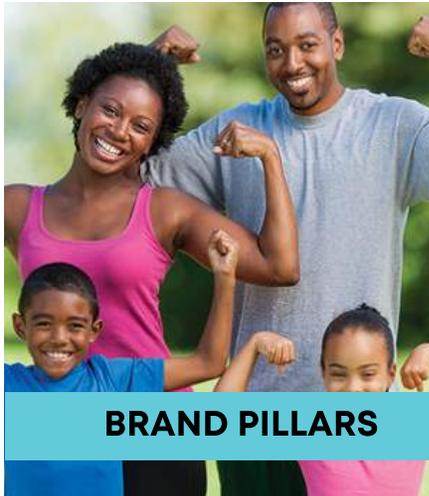
To further develop the marketing and brand strategy, each location within The LOOP is recognized by name through a placemaking logo. This aids in highlighting the natural loop which the parks reside and through it color, helps establish an understanding of the experience with each distinct space.





# PROGRAMMING





**BRAND PILLARS**



Programming is just the start of what is possible in growing **The LOOP** brand and area reputation. Using the acronym, F.A.M.E., it allows us to focus on events and activities which express the areas core values and define the Fort Lauderdale / Fort Lauderdale Beach lifestyle and culture.

	<b>F</b>	<b>A</b>	<b>M</b>	<b>E</b>
<b>AUDIENCE:</b>	<b>Families</b>	<b>Active Adults</b>	<b>Millennials</b>	<b>Everyone</b>
<b>ACTIVITIES:</b>	<b>Fitness</b>	<b>Art</b>	<b>Music</b>	<b>Educational</b>
	<b>Food</b>	<b>Adventure</b>	<b>Mix &amp; Mingle</b>	<b>Environmental</b>
<b>FEELING or</b>	Friendly	Approachable	Memorable	Entertaining
<b>EMOTION</b>	Fun	Authentic	Mindful	Easy Going



## PROGRAMMING YEAR ROUND

**LOOP Farmers Market** | Free Every Saturday  
Farmers Market, Artisans and Crafters; possible extension to include Sunday as well in season

### Themed Markets - Free

Nov-Dec. Winterfest  
Jan - Books / Literacy  
Feb - Heart Health  
Mar - Children's Art Show  
Apr - Children's Eco Day  
May - Bikes Decorating

June - Caribbean Heritage  
July - [ Hot ] Dog Days  
Aug - Record  
Sept 11 - Day of Remembrance  
Oct - Halloween / Fall Crafts  
Nov - Vegan Demo

**Kickin' Nutrition** | Free Every 2nd Saturday  
Interactive Cooking and Nutrition Workshops powered by FLIPANY

**GFL Food & Wine Market Tours** | Free - 4th Sat  
Local Chef led Market Tours, Cooking Demos & Tastings

**Recycled Art** | Every 3rd Saturday with Beach Sweep  
Saturday AM - Yoga Flow 10:30 - 11:30 am



## PROGRAMMING SEASONAL

**Friday Night Sound Waves** | Free Mar - Jul, Oct - Dec.  
Live concerts featuring local South Florida Talent

**Catch Me If You Can** | Free Friday's prior to FNSW  
Youth Fitness / Interactive Experiences powered by FLIPANY

**Picnic at The Park** | \$\$ - Conjunction with FNSW  
Local Restaurants & Food Vendors for Sale

## SPECIAL EVENTS

**Fur The Love Pet Expo** | Free, Sunday, February 21

**SEN-Sational Easter** | Free, Saturday, April 3

**Weird Science** | Free Saturday, October 30

**Holiday Village** | Free Nov / Dec 2021

**Brews at the Beach** | \$\$ Nov / Dec 2021 TBA



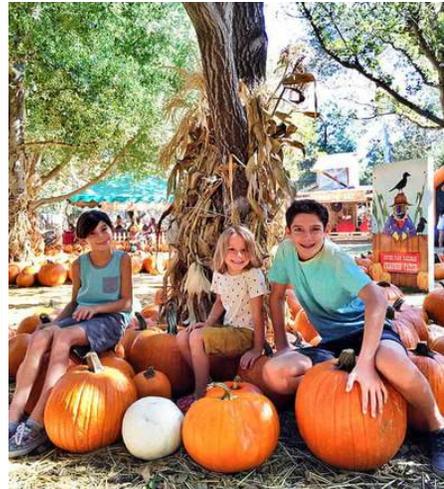
**FRIDAY NIGHT SOUND  
WAVES, Season 6**  
March 19 - July 2 or 16  
and Oct 1 - Dec 31, 2021  
from 6:30 - 9:30pm



**SEN-sational Easter**  
Saturday, April 3  
12 pm - 3pm  
Easter Egg Hunt  
Easter Activities  
Sensory Friendly



**KITE FESTIVAL** | May 2021  
1 Day Event  
Family-Friendly,  
Art, STEAM Education  
Prior to Air Show weekend



## PROGRAMMING SPECIAL EVENTS

**FUR the Love Pet Fest** | \$ Sun., February 21, 2021\*

**FLLy Kite Festival** | \$ Sat, May 1, 2021\*

**Family Health & Fitness Day** | Free Sat., June 12\*

*\*1st year may be established on Saturday / Sunday at Las Olas Oceanside Park pending budgets and restrictions and Construction of the Las Olas Suntex Marina Project*

**FLIPANY.**  
The Ingredient to a Healthy Life



**Fitness Fair** | June 2021  
hosted by FLIPANY and  
South Florida Yoga

All Ages Welcome  
Health, Wellness, Fun





LAS OLAS   
**BEACH GARAGE**  
SUNSET  
TERRACE 

## PROGRAMMING YEAR ROUND

**LOOP Fitness | Free / \$ Tues, Wed, Sat, Sun**

- Tuesday PM - Tuesday Trekker's Walking Club
- Wednesday PM - BYOB, HITT Workout
- Saturday AM | Wake & Shake
- Sunday AM - Animal Flow

## QUARTERLY & SEASONAL EVENTS

- **Sunset Salutations | \$\$** 1st or 2nd Thurs.
- **Garage / Flea Market | Free** 4th Sun. Apr, Nov
- **Storytime Theater - \$** Every Friday in August



**Storytime A Theater**  
August 2021  
Children's Storytime  
Theater - where books  
come to life

A woman in a white t-shirt and sunglasses performing a handstand on a rooftop. She is in a dynamic pose with her arms extended and legs raised. The background shows a city skyline and palm trees.

  
**SUNSET SALUTATIONS**  
a rooftop yoga flow & live music series.

  
LAS OLAS BEACH GARAGE  
SUNSET LOOP  
LIVE OPTIMAL OWN POSSIBLE

  
LIVE OPTIMAL OWN POSSIBLE

**LO/OP FIT**  
5-7 Classes Weekly at  
Las Olas Oceanside Park  
and the Roof of the Las  
Olas Beach Garage.  
Monthly Yoga & Music at  
Sunset Salutations

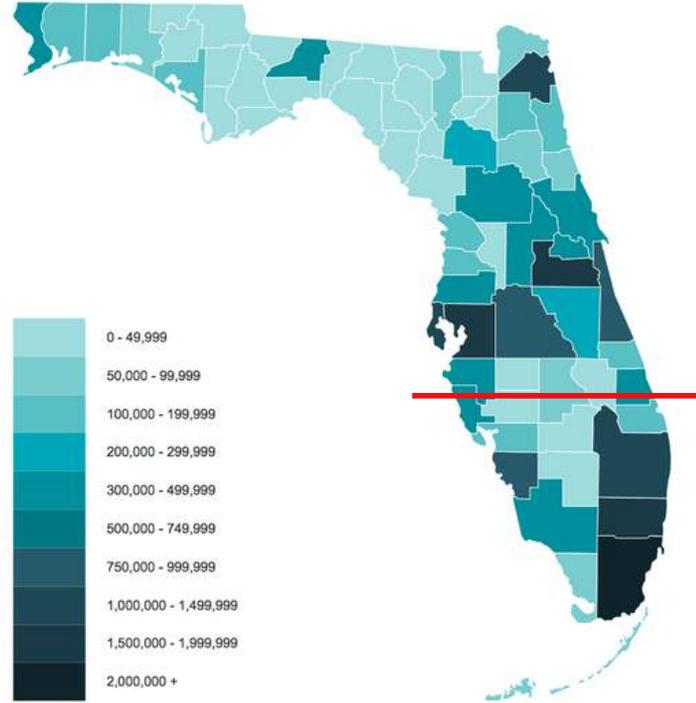


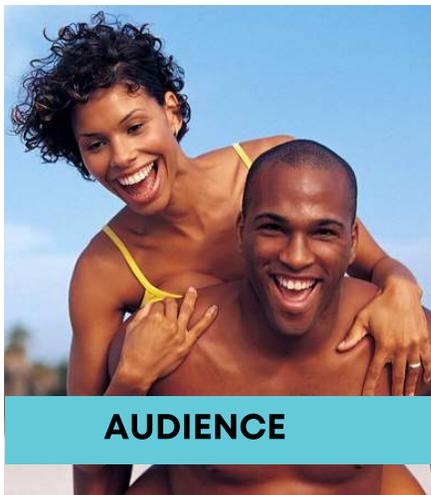
# MARKETING



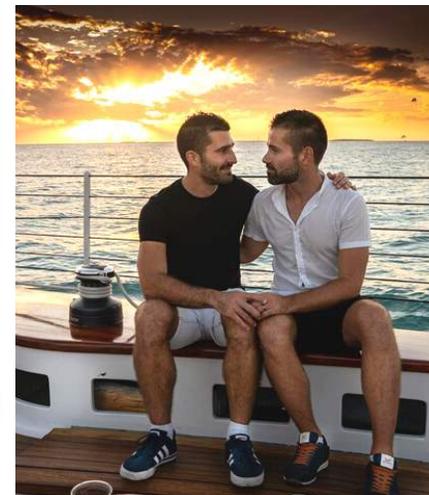


Think  
GloBally  
Act  
Locally





## AUDIENCE



Fort Lauderdale Beach is the home and backyard playground for Broward County's 1.869 million residents and nearly 14.285 million domestic and international annual visitors.

### BROWARD COUNTY POPULATION

**Total Population:** 1.869 million

**Median Age:** 40.1

**Population: Female:** 51.3% / **Male:** 47.7%

**Age:** >18 / 21.7% | 18-24: 8.5% | 25-44: 26.9% | 45-64: 27.7% | 65+: 15%

**Race: White:** 38% | **Hispanic:** 28% | **Black:** 28%

**Median HHI:** \$54,895

\*2017 Broward County Data

### VISITOR DEMOGRAPHICS

**Annual Visitors:** 14.285 million

**Average Age:** 49 **Gen-X** 27% [ 40-55 ]

**Boomer** 44% [ 56-74 ] & **Gen Y** 20% [ 24-39 ]

**Race: White:** 70% | **Black** 17% | **Hispanic** 12%

**Mode of Travel:** 61% Auto / 34% Air

**Purpose:** 30% Family; 43% Vacation

**Median HHI:** \$115,723

\*2017 Greater Fort Lauderdale CVB Report

**21,477,737 in the State of Florida; 3rd overall most populated State in the US  
9.34 million in South Florida | Jupiter South to the Florida Keys**

**FLORIDA POPULATION**

**Total Population:** 21,477,737

**Median Age:** 42.2

**Population:**

- **Female** 51.1%
- **Male** 48.9%

**Age Cohorts**

- **< 18:** 20.2%
- **18 - 24:** 8.5%
- **25 - 44:** 24.6%;
- **45 - 64:** 25.7%
- **65 +:** 21%

**Race**

- **White:** 53.2%
- **Hispanic:** 26.4%
- **Black:** 16.9%

**Median HHI:** \$53,267

2020 Estimates / State of Florida

**BROWARD CO. POPULATION**

**Total Population:** 1.869 million

**Median Age:** 40.1

**Population:**

- **Female:** 51.3%
- **Male:** 47.7%

**Age Cohorts**

- **>18 /** 21.7%
- **18-24:** 8.5%
- **25-44:** 26.9%
- **45-64:** 27.7%
- **65+ /** 15.0%

**Race**

- **White:** 38%
- **Hispanic:** 28%
- **Black:** 28%

**Median HHI:** \$54,895

\*2017 Broward County Data

**VISITOR DEMOGRAPHICS**

**Annual Visitors:** 14.285 million

**Average Age:** 49

**Age:**

- **Boomer:** 44% [56-74]
- **Gen X:** 27% [40-55]
- **Gen Y / Millennial:** 17% [24-39]

**Race:**

- **White:** 70%
- **Black:** 17%
- **Hispanic:** 17%
- **Other:** 12%

**Mode of Travel:** 61% Auto / 34% Air

**Purpose:** 30% Family; 43% Vacation

**Median HHI:** \$115,723

\*2017 Greater Fort Lauderdale CVB Report