

**BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION**

- 1) **Name of Event:** Friday Night Sound Waves (previously used); or Name TBD
- 2) **Location of Event** – Las Olas and A1A Promenade
- 3) **Date(s) of Event:** Every Friday night beginning June 5, 2015, or as determined, for a minimum 10- week commitment, up to 52 weeks, based on funding and future sponsorship opportunities.
- 4) **Hours of Operation:** Friday nights from 5:30 – 8:00pm
- 5) **Proposed Activities Planned:** Live music performances by local bands, including but not limited to, Jazz, Latin, County, Top 40 and Classic Rock genres.
- 6) **Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.**

The City of Fort Lauderdale Parks & Recreation produces over 100 concerts throughout the Fort Lauderdale area per calendar year and would attach a similar marketing program as we do for our concert series at Carter Park, Holiday Park and Riverfront events.

- a. Press release distribution via the City PIO office and the CVB
- b. Event flyer distribution locally throughout the downtown community and beach
- c. Electronic artwork distribution via social media channels and partners, MyFortLauderdaleBeach.com

In the larger scope, we would collaborate with the Fort Lauderdale Beach Business Hotel and Restaurant Community, as well as through MyFortLauderdaleBeach.com to send out and promote Live Music on the Promenade every Friday night.

- 7) **Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. How these impacts will be measured and reported to the BID, and Explain in detail how the proposed event will aid in the BID's efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.**

- Unlike an event over a certain period, having live music consistently on Fort Lauderdale Beach helps to create a sense of community. The "Happy Hour" timeframe allows low-cost and a high impact time of day, which would not have to change during Turtle season.
- Having live music every Friday night is a nice selling tool for Hotel properties to entice guests as the promenade is nearly equally split as a leisurely 10-15 minute one-mile walk from the north and south point hotels.
- From a local standpoint, it also provides the opportunity to promote Fort Lauderdale Beach as an alternate location to downtown for after-work Happy Hour. This benefits the restaurant and retailers as a first stop and added flavor for the area as a pre-dinner or after happy hour location.
- Additionally, having live music on Fort Lauderdale Beach in a visible location opens up the opportunity to promote nearly 2-dozen live music/entertainment venues along the 2-mile stretch of A1A on Friday night alone, and the several dozen opportunities throughout the week and weekend.
- The City of Fort Lauderdale also just recently approved a Street Performers ordinance, to grow and bring art and entertainment to Fort Lauderdale Beach and the Riverfront area. AJ Yaari's businesses (from Las Olas to Poinsettia) have collaborated with Art Serve to place high-end artists and street performers in front of their properties, through a marketing initiative called, FAME; Food, Art, Music, Entertainment. It is anticipated, once in place more private sector businesses will follow suit and the overall theme of Fort Lauderdale Beach being a destination for Food, Art, Music and Entertainment can take root.

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- 8) **BID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.**

Unless decided as a BID produced series or solely funded annual event, than weekly, monthly or an annual sponsor would be sought.

- 9) **Total Cost of Event: \$10,000 - \$15,000; for 10-12 weeks.**
\$1,000 per week for entertainment only

Additional \$2,000 - \$3,000 requested for event marketing collateral production, including fixed banner for promenade area, similar to Saturday Nite Alive event plus a portable information kiosk for MyFortLauderdaleBeach.com collateral marketing piece featuring live music, art and entertainment opportunities along Fort Lauderdale Beach.

- 10) **Revenue Sources (other than amount requested from BID):** None at this time

- 11) **Amount Requested from BID: \$12,000 - \$15,000; for 10-12 weeks.**



FAME CONCEPT OVERVIEW

Engaging the community with art, music and entertainment in unconventional locations is nothing new, and cities across the country have embraced the trend in ways that are rich, robust and interactive. From Painted Pianos to Connecting the Blocks, decorative Meter Wraps, the newly passed Street Buskers ordinance, Broward 100 and more, the City of Fort Lauderdale has led a charge to support art and local artists out in the community.

For decades, the Las Olas and Downtown areas has earned a reputation as an epicenter in the Fort Lauderdale area for art, theater, shopping, dining and special events. Over the past few years, the Flagler Arts & Technology (FAT) Village community has emerged as a hub for local art through their business community makeup, monthly art walks and annual special events.

Each of these two locales has successfully defined their area as a “district”, where art and entertainment is an integral part of their marketing, enticing locals and visitors, as well as new business, to the area. Most importantly, they have successfully engaged the local community, which in turn attracts visitors to the destination, and have embraced the millennial (21-34) and gen x (35-50) audience as their core demographic; a demographic, which spends money, looks to combine their entertainment and social experiences, and is highly influential in social media to further awareness and conversation.

Although special events such as the former Saturday Nite Alive and new Tortuga Music Festival bring art and music to the Fort Lauderdale beach area, there is currently no consistent connection or marketing initiative, which promotes Fort Lauderdale Beach as a hub for art, music and entertainment. By contrast, beachfront counterparts, Hollywood Beach, Pompano Beach and Lauderdale-by-the-Sea have been successful with this approach.

As a major stakeholder in the newly approved Street Busker zone on Fort Lauderdale Beach, business owner AJ Yaari is taking a proactive approach to ensure artists who perform in the Fort Lauderdale Beach destination provide quality entertainment for locals and visitors through a partnership with local nonprofit, ArtServe..

ArtServe has scheduled a call to artists to go out to members to display quality art and entertainment, which will complement the live music currently in place at Yaari's establishments, Tsukuro, Spazio, Rock Bar, Sangrias and Blondies.

Plans to soft-launch a marketing campaign called FAME (Food. Art. Music. Entertainment) will begin Saturday, June 6; with a full-scale launch event scheduled for July 4 weekend. Yaari has personally committed funds to support the participating artists to ensure a showcase every Saturday between 6:00pm and 10pm. Artists, having all the benefits of their permits under the ordinance paid for by ArtServe, are also welcomed to come out at their discretion during the daily permit hours of 10am and 10pm.

Many food and beverage establishments along Fort Lauderdale Beach host live music ranging from jazz to Latin and karaoke to DJ's at minimum 3 nights a week, as well as weekly, monthly and quarterly in-house entertainment driven events. Beach area hotels have also embraced the local art community by displaying local artist works in unique ways and locations, and attractions such as Bonnet House and Birch State Park host art based classes and workshops for young and old.

It is the goal for the FAME initiative to help spearhead a marketing campaign, which sheds light on Fort Lauderdale Beach's already vibrant, but little known Food, Art, Music and Entertainment experiences. This is not only good for tourism and business; it helps connect residents to each other and the community and is a proven essential part of community strengthening.