

COMMUNITY REDEVELOPMENT AGENCY MEETING



City of Fort Lauderdale
City Hall, 100 N. Andrews Avenue
Fort Lauderdale, FL 33301
www.fortlauderdale.gov

Meeting Minutes - APPROVED

Tuesday, May 3, 2016

City Hall Commission Conference Room

Meeting was called to order at 7:05 p.m. by Mayor Seiler.

ROLL CALL

Present: Chair John P. "Jack" Seiler
Vice Chair Dean J. Trantalis
Commissioner Bruce G. Roberts
Commissioner Robert L. McKinzie
Commissioner Romney Rogers

Also Present: John Herbst, City Auditor
Jeffrey A. Modarelli, Secretary
Cynthia A. Everett, General Counsel
Don Morris, Area Manager, Beach CRA
Jonathon Brown, Area Manager, NWPFH CRA

Not Present: Lee R. Feldman, Executive Director

No public comments were submitted by email regarding this meeting.

CRA-1 16-0593 Minutes for April 19, 2016, CRA Board Meeting

Commissioner Rogers moved to approve the minutes of April 19, 2016, and was seconded by Commissioner Roberts.

APPROVED

Aye: 5 - Vice-Chair Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Chair Seiler

CRA-2 16-0550 Friday Night Sound Waves Funding Request

Mayor Seiler recognized Don Morris, Manager Beach CRA. Mr. Morris addressed the Commission on this item noting it was continued from the April 19, 2016, CRA Board Meeting in order to allow the applicant to provide additional information regarding sponsorship and how the requested funding will be utilized. Mr. Morris stated the funding will pay for talent and miscellaneous expenses associated with the event.

The applicant has provided an amended application and is attached to these minutes.

Commissioner Rogers gave his comments regarding the event and competing music venues in the area. The applicant, Ms. Arianne Glassman, rAv Communications, addressed Commissioner Rogers' comments stating they have repositioned their tent, and have worked out an arrangement with The Elbow Room regarding the music so they now coincide. Ms. Glassman answered additional questions from the Commission giving an overview of the event and its patrons.

Vice Chair Trantalis stated CRA funds were meant for remedying slum and blight conditions in the City. The City is attempting to move away from funding the party aspect and instead applying funds to improvements to the areas. He recommended a one-time funding for this event. Vice Mayor Trantalis stated going forward there is enough business activity in this area for those businesses to be funding this event as they have benefitted from all of the CRA dollars put into the area. Further comments and discussion ensued.

There being no one else wishing to speak on this item, Vice-Chair Trantalis made a motion to close the public hearing, which was seconded by McKinzie. Roll call showed: AYES: Vice Chair Dean J. Trantalis, Commissioner McKinzie, Commissioner Romney Rogers, Commissioner, Bruce G. Roberts, and Chair Seiler. NAYS: None.

Chair Seiler closed the public hearing.

Vice Chair Trantalis motioned to approve the item for the amount requested with the proviso that this is a one-time funding request and was seconded by Commissioner Roberts.

APPROVED AS AMENDED

Aye: 5 - Vice-Mayor Trantalis, Commissioner McKinzie, Commissioner Rogers, Commissioner Roberts, and Mayor Seiler

WALK-ON CRA Compensation Structure and Benefits Plan.

Mayor Seiler stated he felt a Walk-On item involving compensation and benefits was not appropriate. Discussions ensued on the appropriateness of addressing this item as a Walk-On item. Mr. Jonathan Brown addressed the Commission on the background and reasons for it being a Walk-On item. Further discussions ensued.

City Attorney Cynthia Everett asked if these positions were City positions. City Attorney Everett stated that due to the renaming the Staff Accountant position to an Accounting Clerk position on the CRA Organizational Chart, an amendment should be made to the CRA Organizational Chart the CRA Board had previously approved.

It was confirmed that the rates of pay for a Staff Accountant and an Accounting Clerk mirror each other and the rates of pay are equivalent to City classifications. City Auditor Herbst stated the Accounting Clerk and the Staff Accountant should be two different levels of qualifications. Commissioner McKinzie requested Mr. Brown to include the current staff's names in the backup documentation for the next CRA Board Meeting paperwork relating to this item.

Mayor Seiler stated this reorganized CRA will be very closely watched by this Commission to ensure that things are getting accomplished properly.

Commissioner Roberts motioned to approve an amended CRA Compensation and Structure and Benefits Plan (the "Plan"). Commissioner Roberts' amendment included: amending the CRA Organizational Chart to reflect the change in title of Staff Accountant to Accounting Clerk; approving only the seven (7) positions listed below; and, to defer any approval of additional positions until the next CRA Board Meeting after the appropriate backup documentation regarding those positions is provided to the CRA Board for their review and consideration. Commissioner McKinzie seconded this motion.

Accounting Clerk	CRA 102 (equivalent in rates of pay to the City's Senior Accounting Clerk)
Administrative Aides (2)	CRA 103
Housing and Economic Development Assistant	CRA 105 (with Management Benefits)
Project Manager	CRA 107 (with Management Benefits)
Business Manager	CRA 108 (with Management Benefits)
Housing and Economic Development Manager	CRA 110 (with Management Benefits)

APPROVED AS AMENDED

Aye: 5 - Vice-Mayor Trantalis, Commissioner McKinzie,
Commissioner Rogers, Commissioner Roberts,
and Mayor Seiler

ADJOURNMENT

There being no additional business before the CRA Board, Chairman Seiler adjourned the meeting at 7:38 p.m.


John P. "Jack" Seiler
Chair

ATTEST:



Jeffrey A. Modarelli
Secretary

BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

1. **Name of Event:** Friday Night Sound Waves
2. **Name of Applicant, if any, corporate/legal name:** Arianne Glassman, president
A&R Enterprises of South Florida, Inc., dba/rAv Communications
3. **Location (must be located within the CRA boundaries)** A1A and Las Olas Boulevard – “The Hub”
Physical Address 300 S. Fort Lauderdale Beach Boulevard, Fort Lauderdale, FL 33316
(Please See Attached Map – Exhibit 1)
4. **Date(s) of Event:** March 18 – November 18, 2016
5. **Hours of Operation:** Friday Night, 5:30pm – 8:30pm
6. **Proposed Activities Planned:** Weekly Live Music performances by local bands, including but not limited to, Jazz, Latin, County, Top 40, Indie, Oldies and Classic Rock genres. On select dates, additional entertainment such as dance performances and community nonprofit fundraisers will take place.
7. **Total Cost of Event:** (36-weeks): Est. \$185,000 - \$200,000
8. **Revenue Sources (other than amount requested from CRA):**
Received
 - BID sponsorship \$150,000
 - Central Beach Alliance Sponsorship - \$1,000*Pledged Amounts yet to be collected*
 - FRLA/Visit Florida - \$10,000
 - Pepsi Sponsorship - \$10,000
 - Bahia Cabana sponsorship \$7,000
 - Westin Fort Lauderdale Beach - \$1,500*In Kind Contributions*
 - Ft Lauderdale Magazine – in kind - \$15,750 value
 - Entercomm Radio – In-kind - \$15,000
 - Fort Lauderdale Media – in kind - \$6,000 (Rio Vista, Bay Colony, Harbor Beach, Coral Ridge, Las Olas)
 - IBOTB Restaurant Group – in kind - \$5,000
 - Travelhost – in-kind - \$3,000
 - Sun-Sentinel – \$3,750
 - Interfuse Media/Visit Florida - \$9,500
9. **Amount Requested from CRA:** \$15,000
Monies to be used for operational and event enhancement costs, including
 - **Talent** - Bands
 - **Misc. Expenses** - Additional Advertising, Public Safety Equipment, Trash Receptacles, Security
10. **Provide a detailed marketing plan that explains how the proposed event will be marketed and advertised. Attach a narrative, if necessary. (See Attached Exhibit 2)**
Friday Night Sound Waves will take advantage of its “pop-up” grass roots start by utilizing an organic advertising, public relations and marketing plan to incorporate social, digital and traditional medias and unique experiential occurrences.

Paid advertising platforms will include social directed branded collateral distribution on-site and throughout the Greater Fort Lauderdale area, local focused weekly and/or monthly “events within events”.

Digital, traditional advertising and PR efforts will reach local, regional, statewide (drive) and national outlets through paid, in-kind and partner support.

11. CRA 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. (*Sponsor Deck Attached*)

One of the core competencies of event manager/producer, Arianne Glassman, is the ability to negotiate and secure corporate sponsorships, manage fulfillment, and create unique experiences and customized marketing plans to gain sponsorship retention and growth.

rAv Communications has a successful record of accomplishment in this area, earning awards and asked to speak at National conferences on Sponsorship Acquisition, Retention and Brand Integration. For more than a decade, they we have successfully crafted campaigns and programming for clients such as **The Italian Trade Commission, Broward County (SAVOR Restaurant Month), The NFL Community Impact Super Bowl Programs (2007 and 2010) Share Our Strength, South Beach Food and Wine Festival and others.** As a member of the Board for the Greater Fort Lauderdale Chamber of Commerce, Florida Restaurant and Lodging Association, HandsOn Broward, Crisis Housing Solutions and FLIPANY, and through work with the City of Fort Lauderdale’s Beach Business Improvement District, and clients throughout the City, principal Arianne Glassman brings a keen understanding of the Fort Lauderdale and Fort Lauderdale Beach area.

While the year-one combined BID and BRAB (CRA) funding requests represents nearly 80% of the event overall, a majority is being spent on hard-cost items, professional management, and public relations and marketing campaigns to launch a successful event, thus attracting sponsors to ensure self-sustainment and a long-term activation on Fort Lauderdale Beach.

Although we do not foresee additional funding requests at such levels beyond 4-5 years, we would hope the Beach Business Community via the CRA (through 2020) and/the BID would wish to remain a contributor at a suitable sponsorship level to maintain naming rights, exclusivity of beach business representation and branding.

12. Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

Goals

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment as a catalyst for the revitalization of the Central Beach area.

Objectives

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the beach for use by local residents.
- Create and enhance a positive visual and physical image of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.

Friday Night Sound Waves meets and exceeds the CRA’s mission, goals and objectives.

Unlike an event over a certain period, having live music consistently on Fort Lauderdale Beach helps to create a sense of community, and reinforces Fort Lauderdale Beach’s image as an easy, friendly, “happy” destination for locals and visitors alike. This event activates and enhances the most prestigious gateways on to the island, “Las Olas Boulevard”.

Make Fort Lauderdale Beach an Integral Part of the Beach for Use by Local Residents

For locals, Friday Night Sound Waves reinforces the Fort Lauderdale Beach brand that the area has "grown up". **It helps distinguish as not just the "tourist zone" but also one of the reasons they residents chose the City of Fort Lauderdale and surrounding area as a place to live, work, play and raise a family.** It is also intended as a gathering place for locals on "their beach" and gathers with family and friends – and speaks to the beach destination as more than ocean and sand, but a destination to enjoy Food, Music, Entertainment and World-class Accommodations.

Provide For an Active Pedestrian Environment throughout the Central Beach Area, Particularly Between the Intracoastal Waterway and the Beach

Situated at Fort Lauderdale Beach's prestigious gateway - Las Olas Boulevard, "The Hub" is the heart of the Fort Lauderdale Beach Island - from 17th Street Causeway (1.3 miles) to the south, Sunrise Boulevard (1.4 miles) to the north. The two-mile stretch along A1A from Intracoastal to ocean, also serves as home to 90 Hotels, Restaurants, Bars and Live Music venues in Broward County's oceanfront "backyard". It is also the preferred location for many beach activities, including The Great American Beach Party, 4th of July Celebration and Annual Holiday Display. By adding Live Entertainment weekly at this location it keeps a focus year round on the Fort Lauderdale Beach destination.

Create and Enhance A Positive Visual and Physical Image of the Central Beach.

The City of Fort Lauderdale's Street Performer ordinance, passed in April 2015. *Mayor Jack Seiler hoped it would create "a more active, vibrant downtown and beach" and Beach resident Abby Laughlin, a Central Beach Alliance board member, was all for the change, stating "We're growing up and we're figuring out the things we need to be a world-class destination and this is part of it," Laughlin said.

**sun-sentinel article by Larry Baransky, March 29, 2015*

Enhance the Resort Image of Fort Lauderdale Beach as a Place for Tourists and Conference Groups

For visitors and tourism development, having live music every Friday night offers a unique selling tool for Hotel properties as a benefit for weekend guests to enjoy the area "like a local". This FREE entertainment is an added benefit for visiting guests and illustrates Fort Lauderdale Beach as a family-friendly destination, which embraces art, music and entertainment. As the promenade is a near equal split from the north and south point hotels, it provides guests the opportunity to explore the area and reinforce some of the destinations finest selling points; the ocean view and ease of getting around by foot, bike, water taxi and /or sun trolley.

Friday Night Sound Waves has the full support of the **Greater Fort Lauderdale Chamber of Commerce Beach Council Board and Members** who will use this platform to promote the Fort Lauderdale Beach Destination as an enhancement to visitor stays.

Friday Night Sound Waves has the full support of **Florida Restaurant & Lodging Association and Visit Florida**, as an enhancement to their destination-marketing plan, as well as reinforces the City of Fort Lauderdale's official and resident overall goals.

We have opened discussions with **Earl Bosworth, Director of the Broward Cultural Division**, who believes Friday Night Sound Waves is an excellent example of the mission to support, high artistic quality and contribute to Broward County's reputation as an attractive destination for tourists. All activities must contain a significant tourist related component, which will contribute to the cultural development of Broward County and enhance its reputation as a tourist destination.

We have maintained ongoing discussions since conception with the **Greater Fort Lauderdale Convention and Visitors Bureau** on ways to enhance and complement their current and future plans via the agency's Office of Film, Music and Entertainment.



Applicant Signature

April 21, 2016

Date

BRAB Grant Application
Friday Night Sound Waves Marketing and Advertising Plan

Public Relations Outreach

- **February** – General Series, Kickoff weekend; Broadway on the Beach, Jazz Appreciation Month
- **March** - Artist specific - big name acts, short and long lead pitches
- **April** – Military Series, Ft. Lauderdale Beach Value Season (long lead for summer); Indie and Global Music scene - Underground Lauderdale
- **May /June** – Beach Business Community Focus, Summer Value Season; Summer Savings Program; Extended Summer Holiday Weekends, Dine Out Lauderdale (long lead)
- **September – November:** Summer Savings Program; Dine Out Lauderdale, Boat Show, Series Wrap

Collateral Distribution (Self and Partner Distribution)

- Area Hotels, Restaurants, Shops
- Convention and Visitors Bureau
- Galleria Mall Fort Lauderdale
- Riverwalk Fort Lauderdale
- Sun-Trolley
- Water Taxi
- Gold Coast Concierge Association
- City Events and Municipal Buildings

Email Marketing

- New Times Broward Palm Beach; Event Newsletter 15,100+ subscribers (12 select dates)
- Greater Fort Lauderdale Chamber of Commerce Mailing Lists
- Kip Hunter Marketing (PR Firm) Mailing List (2,000+)
- Friday Night Sound Waves and Partner Mailing List

Dedicated Social and Digital Marketing platforms

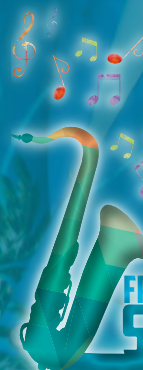
- MyFortLauderdaleBeach.com – Website, Facebook and Twitter platforms
- The Fort Lauderdale Beach Hub Facebook Page
- FridayNightSoundWaves.com – Website, Facebook, Twitter and Instagram
- Sunny.org
- Greater Fort Lauderdale Chamber of Commerce Beach Council Marketing Committee Social Channels
- Band Network Social Channels and Website; Music and Entertainment Calendar Web and Social Platforms

FRLA - Visit Florida Traditional Media Advertising Grant (Print and Radio)

- **Infuse Media - June 17 Cost \$2,500 / Value \$11,000**
 - 500,000 units dropped to in-state, drive market homes with \$125,000++ HHI (Orlando, Tampa, Naples, in Visit Florida Publication on Shared Greater Fort Lauderdale CVB page
 - Bonus: Calendar Listing in publication for Friday Night Sound Waves with link to hotel and dining options to make it a "weekend or night"
 - Bonus: Online Banner Ad Network: Each hotel, resort and attraction partner advertiser will receive 500,000 impressions in an online banner ad network to drive several hundred vacationers to their website
- **Sun-Sentinel - Cost \$5,000 / Value \$8,750**
 - 2x ½ Page, Full Color, Weston Gazette: May 7th and September 7th
 - 2x ½ Page, Full Color, Boca Raton Forum (1x May, 1x September)
 - 2x ½ Page, Full Color, Plantation Forum (1x May, 1x October)
 - 2x ½ Page, Full Color, Jewish Journal Broward South (1x May, 1x September)
 - 2x ½ Page, Full Color, Jewish Journal Broward North (1x May, 1x September)
 - 2x ½ Page, Full Color, Young at Heart, June 22nd and September 21st
 - 50,000 impressions, South Florida Parenting Online from June through August
 - 25% SOV Cube position, Jewish Journal online – August/September/October
- **101.5 FM Radio Station - Cost \$2,500 / Value \$17,500 with sponsorship**
 - September / October - for Vacation Like a VIP (hotel deals + free Friday Concerts) / Dine Out Lauderdale (Dinner Deals and a Show /Friday Night Sound Waves)

FRIDAY NIGHT SOUND WAVES

2016 FRIDAY NIGHT SOUND WAVES
SERIES OVERVIEW



**FRIDAY NIGHT
SOUND WAVES**
#MeetMeAtTheHub

LIVE MUSIC @ THE HUB ON FORT LAUDERDALE BEACH
Las Olas Boulevard and ATA



CREATING COMMUNITY THROUGH MUSIC. ART. ENTERTAINMENT.

The 36-week, 2016 Friday Night Sound Waves Live Music Series, is scheduled to take place every Friday Night from 5:30-8:30pm, March 18 - November 18 at the Fort Lauderdale Beach Hub at Las Olas & A1A.

The series will showcase local and regional musicians in the genres of Blues, Classic Rock, Country, Latin, Indie, Jazz and Oldies, aimed at our unique and culturally diverse audience.

Interactive experiences will take place on select dates, providing local artists, entertainers and nonprofit organizations the opportunity to connect to the community through the common language - music, art, entertainment and fun!

MISSION & VISION

The Friday Night Sound Waves Live Music Series vision is to bring locals and visitors together to celebrate the diversity of our community and the carefree nature of the Fort Lauderdale Beach destination - as music, art and entertainment connect all ages and demographics, and speak a global language.

We aim to achieve this mission by:

- Providing an easily accessible, highly visible event, at The Fort Lauderdale Beach Hub at Las Olas & A1A, where both those who attend or are simply driving by, are exposed to diverse musical, cultural and artistic programming.
- Supporting our culturally diverse local music and arts communities, and providing a platform to share their passion and talents with those from around the corner to around the world.
- Partnering with local businesses, arts, municipality and nonprofit organizations to foster a broader sense of the arts and our community.



WHAT'S "GROWING ON" IN OUR BACKYARD

Friday Night Sound Waves provides a marketable and effective opportunity to engage with the Fort Lauderdale Beach business community, as well as local residents and visitors from around the globe. Scheduled every Friday night from March 18 - November 18, FNSW provides a weekend lead in to other will publicized events, including the **2016 Tortuga Music Festival (April 15-17)**, **Lauderdale Air Show (May 7-8)**, **Fort Lauderdale International Boat Show (Nov 3-7)**, and major holiday weekends.

A highly visible, central location, "The Hub" is the heart of the Fort Lauderdale Beach island - from 17th Street Causeway (1.3 miles) to the south, Sunrise Boulevard (1.4 miles) to the north, and its prestigious gateway - Las Olas Boulevard. The two-mile stretch along A1A from Intracoastal to ocean, also serves as home to **90 Hotels, Restaurants, Bars and Live Music venues** in Broward County's oceanfront "backyard".

Partnering with Friday Night Sound Waves places you at an exiting time in Fort Lauderdale's growth and contributor to large scale initiatives, including:

- **The City of Fort Lauderdale's 2018 Press Play vision** of creating *unique, inviting, and connected gathering places* that highlight our beaches, waterways and parks.
- **The GFLCVB Office of Film, Music Entertainment and Creative Industries 2016 focus** to bring additional arts, fashion and music events to the destination.
- **The Central Beach Master Plan** implemented by the Beach CRA, BRAB and BBID.
- **Revitalization and Development by Private Investors** in the Beach Community.

WHERE THE WORLD COMES TO LIVE, PLAY & STAY

Friday Night Sound Waves brings the diverse demographic makeup of Broward County's **1.869 million annual residents** together with the **14.285 million domestic and international visitors** from Canada, Latin America, Europe and beyond.

Known for its robust tourism industry, 78% of visitors state the number one motivator for coming to Fort Lauderdale is to spend time with family or for vacation, and while here, 55%* claim experiencing Fort Lauderdale's beautiful Blue Wave Beaches & Waterfront is the number one in-market activity. With the new luxury developments on the horizon, **Fort Lauderdale Beach is also seeing a more affluent traveler**. According to a comprehensive analysis of the travel market in the United States, **the average annual income of domestic travelers to the Broward County destination has reached \$112,563 - almost 25% higher than the national average of \$90,591**.

BROWARD COUNTY POPULATION

Total Population: 1.869 million
Female Population: 51.4%
Population 19-64: 57.4%
Population 65+: 15.3%
Median Home Value: \$181,500
Median Household Income: \$51,251

*2014 Broward County Census

VISITOR DEMOGRAPHICS

Annual Visitors: 14.285 million
Average Age: 49
Average Expenditures (pp/day): \$151
Composition: 35% Couples: 11% Families
Mode of Travel: 52% Auto / 47% Air
Purpose: Friends/Family 35%; Vacation: 43%

*2015 Greater Fort Lauderdale CVB reporting for 2014

#MEETME @THEHUB



LIVE MUSIC @ THE HUB ON FORT LAUDERDALE BEACH
Las Olas Boulevard Fort Lauderdale, FL

www.FRIDAYNIGHTSOUNDWAVES.com

CAM #16-0550

Exhibit 1

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Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, IPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

LEGEND

 FORT LAUDERDALE BEACH CRA

0 372.5 745
Feet
1 Inch = 750 Feet



CITY OF FORT LAUDERDALE

CITY of FORT LAUDERDALE
BEACH CRA

GIS
Fort Lauderdale
6/23/2015

GIS Dept: J:\DSD\NWCR_A_14_DRI\arcmap\CRA_BOUNDARY\FTL_BEACH_CRA_062315.mxd -- INT



CREATING COMMUNITY THROUGH MUSIC, ART & ENTERTAINMENT.



ABOUT.

The 36-week, 2016 Friday Night Sound Waves Live Music Series, will take place every Friday Night from 5:30-8:30pm, March 18 - Nov. 18, and showcase local and regional musical talent in the genres of Blues, Classic Rock, Country, Latin, Indie, Jazz and Oldies, aimed at our unique and culturally diverse audience.

Interactive experiences will take place on select dates, providing artists, entertainers and nonprofit groups the opportunity to connect to the community - as music, art and entertainment connect all ages and demographics, and speak a global language.

MISSION. VISION.

The Friday Night Sound Waves Live Music Series vision is to bring locals and visitors together to celebrate the diversity of our community and the carefree nature of the Fort Lauderdale Beach destination. We aim to achieve this mission by:

- Providing an easily accessible, highly visible event, at The Fort Lauderdale Beach Hub at Las Olas & A1A
- Exposing the public to diverse musical, cultural and artistic programming, while providing local artists a platform to share their passion and talents with those from around the corner to around the world.
- Partnering with local businesses, art organizations, municipalities and nonprofits to foster a broad sense of community making Fort Lauderdale Beach an attractive destination to Live, Work, Play and Stay.

LINE UP

3/18	Tom Satori - on tour	Top 40/Dance
3/25	The Rocket Man - on tour	Tribute: Elton John
4/1	Ed Calle	Jazz: Latin
4/8	JL Fulks	Blues/Indie
4/15*	Andrew Morris	Country
4/22*	Joel DaSilva	Chicago Blues
4/29	Jesse Jones Jr.	Jazz: Straight Up
5/6*	Mr. Nice Guy	Classic Rock
5/13	TBD	Indie
5/20	Suénalo	Latin Funk
5/27*	The Shindigs	Tribute: Beach Boys
6/3	Eugene Grey	Reggae/Soca
6/10	Free Radicals	80's Dance / Disco
6/17	Grace & the Victory Riders	Indie/World
6/24*	Across the Universe	Tribute: Beatles
7/1	Weedline	Classic Rock
7/8	Party Express	Top 40 / Dance
7/15	Sabor Latino	Latin/ Brazilian
7/22	Spread the Dub	Indie/Reggae
7/29	Piano Bob's 88's	Jazz/ Boogie Woogie
8/5*	Jimmy Stowe	Tribute: Jimmy Buffet
8/12	David Morin Elvis	Tribute: Elvis
8/19	The Babboons	Global Gumbo
8/25	Celebration	Top 40/ 80's Dance
9/2*	Woody & the Longboards	Oldies 50, 60, 70's
9/9	Pocket Change	RB/ Funk /Top 40
9/16	UpRoot Hootenanny	Indie/Roots/Irish
9/23*	Tina Turner Tribute Band	Classic Rock/80's
9/30	Joel DaSilva	Chicago Blues
10/7	Shane Duncan	Country
10/14	DJ TBD	House/ Lounge/Disco
10/21	Electric Piquete	Latin Fusion Jazz
10/28*	Blues Brothers Soul Band	Blues Brothers
11/4	Sosos	Indie
11/11*	The Fabulons	Rock & Roll
11/18*	Go Palo!	Afro-Cuban Jazz

Sponsorship Opportunities are Available.
Call Arianne Glassman at 954.205.8754

*sponsored dates

MAJOR FUNDING PROVIDED BY:



Borough Improvement District

CAM #16-0550

Exhibit 1

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Date	Band	Genre	Event/ Holiday	Rate	Dancers				
3/18	Tom Satori - on tour	Top 40/Dance	Kickoff / Spring Break	\$2,750.00	\$300.00				
3/25	The Rocket Man - on tour	Tribute: Elton John	Easter Weekend/Full Moon	\$3,500.00	\$300.00				
4/1	Ed Calle	Jazz: Latin	Jazz Month	\$2,000.00	\$300.00				
4/8	Electric Piquete	Latin Fusion Jazz		\$1,500.00	\$300.00				
4/15	Andrew Morris	Country	Tortuga Music Festival	\$1,500.00	\$300.00				
4/22	Joel DaSilva	Jazz/Blues: Chicago Blues	Full Moon Party	\$1,500.00	\$300.00				
4/29	Jesse Jones Jr.	Jazz: Straight Up	Jazz Month	\$1,750.00	\$300.00				
5/6	Mr. Nice Guy	Classic Rock	Air Show Weekend	\$2,000.00	\$300.00				
5/13	The Resolvers	Reggae/Funk		\$2,500.00	\$300.00				
5/20	Suénalo	Latin Funk	Full Moon Party	\$3,000.00	\$300.00				
5/27	The Shindigs	Tribute: Beach Boys	Memorial Day Weekend	\$1,500.00	\$300.00				
6/3	Free Radicals (move)	80's Dance / Disco		\$1,750.00	\$300.00				
6/10	Eugene Grey	Reggae/Soca		\$1,600.00	\$300.00				
6/17	Grace and the Victory Riders	Indie	Full Moon Party	\$2,000.00	\$300.00				
6/24	Across the Universe	Tribute: Beatles	Beatles Day, June 25	\$1,500.00	\$300.00				
7/1	Weedline	Classic Rock	4th of July Weekend	\$1,500.00	\$300.00				
7/8	Party Express	Top 40 / Dance		\$1,200.00	\$300.00				
7/15	Sabor Latino	Latin/ Brazilian	International Dance Day	\$1,500.00	\$300.00				
7/22	Spread the Dub	Indie/Reggae	Full Moon Party	\$1,500.00	\$300.00				
7/29	Piano Bob's 88's	Jazz/ Boogie Woogie		\$1,500.00	\$300.00				
8/5	Jimmy Stowe	Tribute: Jimmy Buffet		\$1,500.00	\$300.00				
8/12	David Morin Elvis	Tribute: Elvis	Elvis Week	\$1,500.00	\$300.00				
8/19	JL Fulks	Jazz/Blues/Singer	Full Moon Party	\$1,000.00	\$300.00				
8/26	Celebration	Top 40/ 80's Dance		\$1,600.00	\$300.00				
9/2	Woody & the Longboards	Oldies 50, 60, 70's	Labor Day Weekend	\$1,600.00	\$300.00				
9/9	Pocket Change	RB/ Funk / Soul / Top 40	Sept 11 Memorial	\$1,500.00	\$300.00				
9/16	UpRoot Hootenanny	Indie/Folk/Roots/Irish	St. Patty's Day/ Full Moon	\$1,500.00	\$300.00				
9/23	Tina Turner Tribute Band	Tribute: Classic Rock/80's Pop		\$1,500.00	\$300.00				
9/30	Joel DaSilva	Blues		\$1,500.00	\$300.00				
10/7	Shane Duncan	Country	Columbus Day Weekend	\$1,500.00	\$300.00				
10/14	Band TBD	Top 40/ 80's Dance	Full Moon Party	\$1,500.00	\$300.00				
10/21	Big City Dogs	Classic Rock		\$1,500.00	\$300.00				
10/28	Blues Brothers	Tribute: Blues Brothers		\$1,750.00	\$300.00				
11/4	Sosos	Indie/Singer Songwriter	Boat Show Weekend	\$1,500.00	\$300.00				
11/11	The Fabulons	Rock & Roll: Oldies/DooWop	Veterans Day Weekend	\$1,500.00	\$300.00				
11/18	PALO!	Afro-Cuban Jazz	Full Moon Party	\$3,000.00	\$300.00				
			Bands/Dancers	\$63,000.00	\$10,800.00	\$73,800.00			
	Kip Hunter/ PR	7 x \$3,000 mo				\$21,000.00			
	Tent Purchase	Flat				\$3,416.91			
	Website and Design	Flat				\$3,750.00			
	Photographer	\$125 week				\$4,500.00			
	Staff	\$700 week				\$25,200.00			
	Consultant	3 x \$500				\$1,500.00			
	Management	46 x 500				\$23,000.00			
	Insurance	Flat				\$2,770.00			
	Printing					\$2,500.00			
	Sun Trolley	FLAT				\$750.00			
	New Times	11 x \$400				\$4,400.00			
	FRLA Media Buys					\$10,000.00			
	Additional Advertising/Marketing					\$10,000.00			
	Tent Permits	flat				\$1,817.97			
	Misc. Weekly and Supplies					\$3,600.00			
			Est. Operational Costs			\$118,204.88			
			Est. Total Production Costs				\$192,004.88		

			Income	Sponsors	BID		\$150,000.00	\$150,000.00	
					Bahia Cabana		\$7,000.00	\$7,000.00	
					BRAB		\$15,000.00	\$0.00	
					Pepsi		\$10,000.00	\$10,000.00	
					CBA		\$1,000.00	\$1,000.00	
					Westin		\$1,500.00	\$1,500.00	
					FRLA		\$10,000.00	\$10,000.00	
			Income Total				\$194,500.00	\$179,500.00	
							\$2,495.12	(\$12,504.88)	