

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: Friday Night Sound Waves

3. Location of Event: The Hub – 300 S. Fort Lauderdale Beach Boulevard

4. List all Dates Associated with this Event: Friday, March 16 – Friday, November 2, 2018
Possible extension through November 9

5. Hours of Operation: Every Friday; 6pm – 9pm

6. Projected Attendance: Est. 500+ Night

7. Cost to Attendees: Free

8. Total Cost of Event (Project): \$230,000

9. Amount Requested from the BID: \$150,000

10. Indicate what the amount will be used for:

- Entertainment: Bands/Dancers/ Misc. Talent Needs \$85,000
- Event Staff: \$38,200
- Supplemental Advertising: \$20,000
- Giveaways / Onsite Marketing: \$6,800

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

- **Pledged Amounts yet to be collected**
 - **Southwest Airlines** \$12,000 + Activation Supplies and 10 Round Trip Tickets for Promotional Usage (Not including title night ticket giveaways)
 - **Florida Power & Light** - \$5,000
 - **Bahia Mar Marina** - \$1,500
 - **Central Beach Alliance** - \$1,000
- **In Kind Committed**
 - **GFLCVB** - \$72,000 (12 live broadcasts + media value)
 - **IBOTB Restaurant Group** – \$5,000 (parking and storage facility)
- **Requested In Kind:**
 - Entercomm Radio – negotiating (air/billboard/online/onsite)
 - Fort Lauderdale Media – negotiating
 - Go Riverwalk (print/online)
 - Sun Trolley (digital screens)

12. Proposed Activities Planned (Project):

Weekly: Live music performances by local and regional bands, including Jazz, Latin, County, Top 40, Indie, Oldies and Classic Rock genres.

Monthly: Local Community Night (Themed), Interactive Performances, Children's Activities, Environmental Education Displays, Holiday Celebrations

Special: High profile performer Tortuga Weekend; Air Show Kickoff Concert; (June 15) 40th Anniversary Movie Grease; Disco Night; Southwest Airlines *Summer LUVin'*

Beach Business Improvement District BID Grant Application

13. 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 (project) will become self-sustaining within 3-5 years.

The first season (March – November 2016) enabled the opportunity to see a “budget in action” and access areas to spend more/less while not sacrificing the product and outcome.

The second full season (March – November 2017) focused on marketing the program to gain financial and in-kind sponsorship. We were able to engage an additional seven (7) paid sponsors, who contributed a total of \$25,000 in financial support. A new partnership with the GFLCVB, and heightened partnership with Entercom Radio, contributed over \$150,000 in in-kind media value.

This coming third season (March – November 2018) will focus on enhanced experiences, destination branding and strategic visioning, as it is our firm assessment Friday Night Sound Waves will most likely never be self-sustaining – but provide a valuable expenditure as part of an overall experiential marketing initiative. However - opportunities to reduce BID funding through additional financial support is viable by enveloping FNSW into an overall annual budget to ‘self-produce’ and bundle multiple events / activations by 2019/2020 with the debut of the Parking Garage rooftop greenspace and Las Olas/A1A Park.

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.

Please see attached Wrap Report

Financial Highlights Include:

- Est. 1,000 engaged per night with the event each week for at least 30 minutes
- \$1.09 - \$1.8 Million in est. Direct/Indirect Economic Impact
- Over \$6,500 donated to community organizations in funds and supplies
- 23 partners in 2017; 7 new paid; 4 in-kind contributing close to \$200,000 in financial /in-kind dollars
- Advertising Value of \$285,340.95 vs. out of pocket spend \$6,200

Engagement Highlights Include

- 178,000+ global views on Hello Sunny TV/Social Channels
- 5,750,000 estimated reach on 102.7FM radio
- 72.4% increase in social engagement
- 3,300+ reach for Summer Getaway Contest Nationwide / 42% Email Opt-In
-

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

Same methodology as presented in the 2017 Wrap Report; plus Video and/or Photo Recap

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.

Approaching its third full season, Friday Night Sound Waves has ingrained itself as a part of Fort Lauderdale Beach's culture. Unlike an event over a certain period, featuring live music consistently on Fort Lauderdale Beach, provides

- The sense of community, which communities crave in attracting new and return visitors
- Reinforces Fort Lauderdale Beach's image as an easy, friendly, "happy" destination
- Provides marketing partners a platform to use in promoting the destination
- Gives opportunity for our locals to be advocates and ambassadors of the destination
- Unique selling tool for Hotel properties to allow weekend guests to enjoy the area "like a local"
- Lends a "non-touristy" feel to the heart of the tourism entertainment zone
- Opportunity to promote nearly 2-dozen live music and entertainment venues at hotel outlets, and local restaurants/bars along the 3-mile stretch of A1A, reinforcing the destination as more than ocean and sand, but Food, Music, Entertainment and World-class Accommodations.

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

We will market and advertise Friday Night Sound Waves through the following channels

- Press Releases and Calendar Listings
- GFLCVB Live Broadcasts on Hello Sunny TV (12 scheduled)
- Expanded Live Coverage on MyFortLauderdaleBeach.com Social Channels
- Selfie Station for Audience Social Sharing
- Digital / Email Campaign
- Paid Local Print Advertising
- Partnership with Brightline to bring WPB residents/ visitors down
- Expand reach of Social Campaigns / Email Database with CVB / Southwest Airlines Partnership of a "Summer LUVin'" Giveaway vacation campaign

**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

Applicant Full Name: Arianne Glassman

Applicant Signature: 

Company / Title: President / rAv Communications.com

Date: January 18, 2018



FRIDAY NIGHT SOUND WAVES

2017 RECAP



FRIDAY NIGHT
SOUND WAVES
CAM #18-0201
Exhibit at The Hub

THANK YOU

On behalf of the 6 million residents of the South Florida area, and the 15 million who visit Fort Lauderdale Beach annually from around the globe - **THANK YOU** for partnering with us to present another successful Friday Night Sound Waves live music series in 2017.

Your sponsorship enabled us to Forge Friendships, Raise Funds and Create a Gathering Place for our Community.

We look forward to working with you in 2018.

Arianne Glassman

Producer, Friday Night Sound Waves

MAJOR FUNDING PROVIDED BY:



SERIES SPONSORS:



PERFORMANCE SPONSORS:



MEDIA SPONSORS & FRIENDS OF #FNSW







GOOD CLEAN FUN and It's Free!

My husband and I are vacationing in the Fort Lauderdale area and were looking for things to see and do on a budget during our stay. I came across Friday Night Sound Waves, a FREE live music series that takes place at The Hub on Fort Lauderdale Beach. We went this past Friday evening and what a fun time it was!

As I was sitting back in my beach chair taking it all in, I noticed the organizers added to this already great evening by having several beach chairs, straw mats and pillows on hand for our comfort. The staff were amazing, friendly and attentive. For example, a staff noticed a grandmother and grandchild sitting on the concrete enjoying the show so she went up to them to offer a beach chair and cushion so they'd be comfortable. The staff were actively scanning the crowd throughout the evening and jumped in without hesitation to make everyone's experience a positive one. They also walked through the crowd giving out free snacks. Since it was Mother's Day weekend, they offered all the mothers a pink carnation.

The Ladies of Soul entertained for 3 hours with Motown, Disco, Pop - something for everyone. While the band took a break, two dancers took over encouraging everyone to keep on dancing - which everyone did - even some of the staff.

This was a well-organized, inclusive, diverse event where everyone was welcome for an evening of good, clean fun. Oh, and did I mention that all of this is FREE? Amazing!! Well done Friday Night Sound Waves! Highly recommend taking in future shows.

Vacationer4Ever | Ottawa, CA
Review | May 14, 2017



EVENT OVERVIEW

CAM #18-0201
Exhibit 1
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TALENT

There is an old saying attributed to music legends Louis Armstrong, Duke Ellington, Richard Strauss and probably numerous other figures, “There are only two types of music - good and bad”. And while it doesn’t matter who said it first -- the important thing is that it’s true.

South Florida has an amazing pool of talent in the varied genres of Jazz, Blues, Pop, Country, Latin, Reggae, Original, and Classic Rock. **IT IS OUR HONOR TO HOST THE VERY BEST.**

3/10	Pocket Change	R & B	7/14	Goodnicks	Pop / Country
3/17	Resolvers	Reggae	7/21	Othello Molinaux	Caribbean Jazz
3/24	30 Vice	Top 40 / Pop	7/28	Shauna Sweeney	Singer/Songwriter
3/31	Moran Levi	Top 40 /Indie	8/4	Celebration	Top 40 Dance
4/7	Farewell Angelina	Country	8/11	Andrew Morris	Country
4/14	Mike Mineo	Beach Soul	8/18	Big Harvest	Reggae
4/21	Spred the Dub	Reggae	8/25	CANCELED	Hurricane Harvey
4/28	Tom Sartori	Top 40	9/1	Roll the Stone	Stones Tribute
5/5	Shane Duncan	Country	9/8	CANCELED	Hurricane Irma
5/12	Ladies of Soul	Motown	9/15	POP-UP	Hurricane Irma
5/19	Sabor Latino	Latin / Salsa	9/22	Sosos	Roots All Star Jam
5/26	Wolfepack Band	Classic Rock	9/29	Joel DaSilva	Chicago Blues
6/2	Funkabilly Playboys	Rockabilly	10/6	All Access	Top 40 / Pop
6/9	CANCELED		10/13	School of Rock	Rock/Top 40
6/16	Bushwood	Reggae	10/20	Electric Piquete	Latin Jazz
6/23	Bungled & Botched	Bluegrass	10/27	All Star Soul Band	Motown/Funk
6/30	Free Rads Band	Top 40	11/3	The Heavy Pets	Jazz / Indie / Funk
7/7	Fabulons	Classic Oldies	11/10	Mr. Nice Guy	Classic Rock





COMMUNITY NIGHTS

Friday Night Sound Waves mission is to bring locals and visitors together to celebrate our community, our environment and our personal role and responsibility. In 2017 we incorporated several nights, to connect our community through giving opportunities.

Over the course of the season, **event organizers and attendees contributed over \$6,500 in funds and supplies** to Hurricane Harvey and Irma victims and local non-profits, while several nights throughout the season honored local first responders returning military hero's.

MARCH 17: Florida AIDS Walk Kickoff Concert and Merchandise Sales

MARCH 31: Autism Awareness Month Artist CD Sale Donations

APRIL 21: Earth Day Concert featuring the FNSW Eco Village Non-Profits, including The Fort Lauderdale Beach Sweep, Kids Ecology Corp., HandsOn Broward Project ROC, Sunrise Paddleboard Trashy Tuesday and the Broward County Property Appraisal Office

MAY 5: Official Welcome Concert for the 2017 FORD Lauderdale Air Show
Welcome Home Celebration for the 1st Battalion, 124th Infantry Regiment based out of Camp Lemonnier for Operation Freedom's Sentinel in April 2016, with Proclamation presentation by Commissioner Chip LaMarca naming May 6 as Hurricane Battalion Day in Broward County.

AUGUST 18: Hurricane Harvey Relief Drive and Fundraiser

SEPTEMBER 15: Hurricane Irma Relief Drive and Fundraiser Pop Up Concert

SEPTEMBER 23: City of Fort Lauderdale First Responders Recognition with Vice Mayor Roberts, City Manager Lee Feldman, The Fort Lauderdale Police Department and Fire Department

OCTOBER 6: Infant Loss Awareness Month Fundraiser for Healthy Mothers Healthy Babies of Broward County hosted by Aiden Scully (Aiden's Smiles).

ACTIVATIONS & ACTIVITIES

Throughout the 36-week series, we aimed to enhance the experience for locals and visitors by tying in activities around county-wide programs, major holiday weekends and the world class events taking place on and around Fort Lauderdale Beach. Partner activations added to the excitement with unique pop-up experiences.

MARCH

AIDS Florida Walk Kickoff Concert
Live Happy Day
Autism Awareness Month Artist CD Donation

APRIL

Southwest Airlines® Ticket Giveaway 4/7*
Country Music Weekend Concert with
Country Music Rising Stars, Farewell Angelina
Easter Weekend Celebration
Lipton Iced Tea Sampling 4/28
5K on A1A for Covenant House Promo 4/28

MAY

Mothers Day Weekend Flower Giveaway
Bahia Mar Memorial Day Kickoff Concert
Southwest Airlines® Ticket Giveaway 5/19*

JUNE

Great Beach Getaway Giveaway - Weekly
Southwest Airlines® Ticket Giveaway 6/16*
Southwest Airlines® Ticket Giveaway 6/23*

*Southwest Airlines Photo Booth

JULY

Great Beach Getaway Giveaway - Weekly
Southwest Airlines® Ticket Giveaway 7/21*

AUGUST

Great Beach Getaway Giveaway - Weekly
Blue Chair Bay Rum Pool Party Giveaway
Corona Happy Hour Tour & Swag Giveaway

SEPTEMBER

Labor Day Weekend Kickoff Concert
Southwest Airlines® Ticket Giveaway 9/1*
Southwest Airlines® Ticket Giveaway 9/29*

OCTOBER

Bahia Mar Marina FLIBS Countdown
Halloween at the Hub: Galleria Costume Contest
Modelo Happy Hour Tour & Swag Giveaway

NOVEMBER

The Road to Riptide Ticket Giveaway 11/3
Krispy Kreme Cruiser Visit 11/3
Southwest Airlines® Ticket Giveaway 11/10*

CAM #18-0201

Exhibit 1

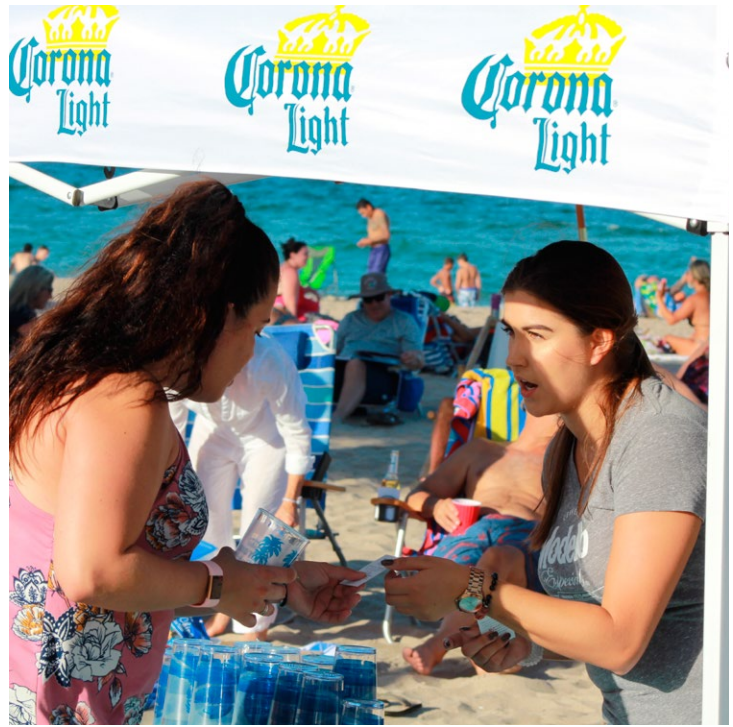
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Exhibit 1



LET'S DANCE

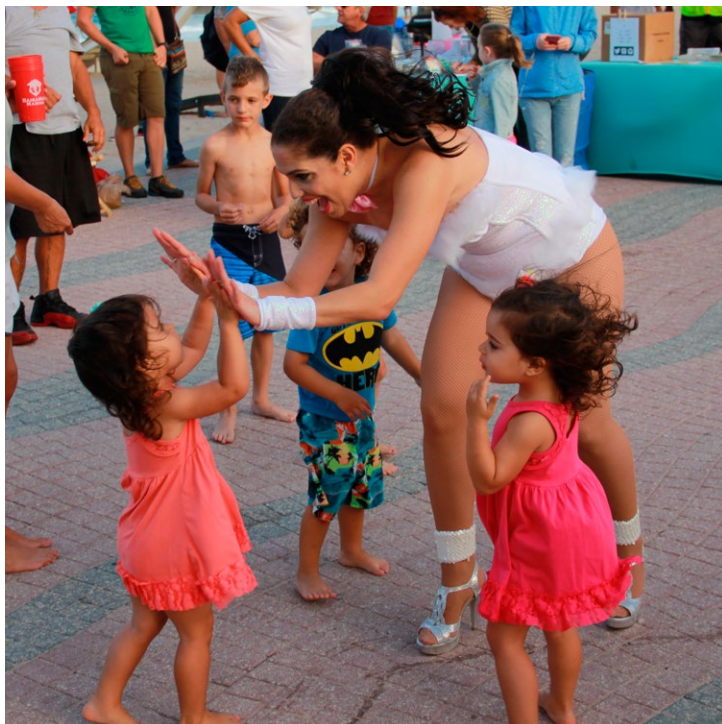
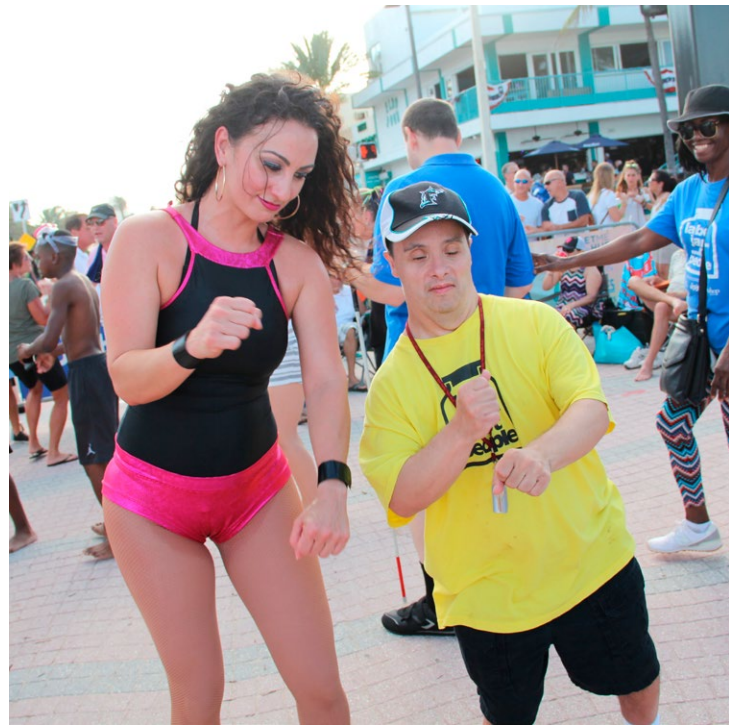
If you build it, they will come, and if there is music, they will dance.

When the music stops, the fun goes on, thanks to our fabulous dance team - who are as much a part of event experience as the music and setting.

Each week guests look forward to their arrival to catch a glimpse of their unique costumes, feel the warmth of their welcoming smiles and feed off their enthusiastic energy.

They dance, pose for selfies and photos, and add a special touch to an already spectacular evening.







FREE CONCERT GREAT FUN

I started going to this event last year and am hooked! Always a great band that makes you want to get up and dance :)

They do have giveaways as well on different Fridays. I would recommend this if you love music and a great atmosphere. They even have beach mats to borrow if you don't have a chair.

Sarah J, Fort Lauderdale
Tripadvisor 5-Star Review | March 13, 2017

KIDS LOVE IT. MOMS LOVE IT.

The whole family has a ball!!

Vanessa Lee Wescott | 5 Stars
Facebook Review July 8

THEY SHOULD KEEP THIS FOREVER!

Is an amazing sound and friendly singers and people! Let the waves blow forever!

Monique Cunha Becker | 5 Stars
Facebook Review July 2, 2017

WE ARE LOCALS and love Friday Night Sound Waves!! Great job Ft Lauderdale!! The community and visitors come out to share the love and great entertainment!!!

Marguerite Howden-Goulet | 5 Stars
Facebook Review August 19, 2017



AUDIENCE OVERVIEW

AUDIENCE PROFILE

From March 10 - November 10, 2017, Friday Night Sound Waves welcomed the areas 6-million Tri-County residents and 15 Million+ Domestic and International visitors to slide off their shoes and slip into the weekend while enjoying free, live music on Fort Lauderdale Beach.

From selfies to souvenir photos with our performers, to live Facebook broadcasts and photo albums - our partners and fans share the beauty of the Fort Lauderdale Beach - visually telling the world, **You Should Be Here!**

2017 FNSW AUDIENCE PROFILE

On-site Registration Contacts: 679

Total Opt-In E-Mail Contacts: 2,709

Est. Attendance: 27,550*

Attended with

Family	43%	Friends	37%
Coworkers	19%	On Vacation	24%

Race / Sex

55% White	20% Black
20% Hispanic	5% Other
60% Female	40% Male

Audience Age Makeup:

35% Millennial	25% Gen X
45% Active Retirees	

Geographic ^{††}

78% Local /Tri-County
24% Visitor / Out of State

2017 DIGITAL AUDIENCE PROFILE

Fans/Followers: 3,566 - up 72.4% from 2016

Facebook and Twitter Combined Followers

Facebook Fan Demographics Reach / Engagement

Male	41% / 31%	Female	59% / 69%
18-24	6.1% / 3.2%	45-54	24.7% / 29%
25-34	17.8% / 14%	55-64	18.6% / 20%
35-44	22% / 20.2%	65+	10.5% / 13.3%

Geographic (US/Int. / Florida) Top 8

U.S. Total	3,017	Fort Lauderdale	802
New York	23	Miami	169
Chicago	21	Boca Raton	89
Brazil	18	Hollywood	72
Atlanta	15	Plantation	68
Argentina	12	Coral Springs	59
Canada	12	Davie	51
Columbia	10	Sunrise	46

ECONOMIC IMPACT
\$1.09 - \$1.80 MILLION^{†††}

Data collected through contest entries / social media reporting

*Number estimated on guests who attended at minimum 30 minutes

Total Number of full performance days 29/36

† Average based on contest entries, social media stats, and site profiles

†† Facebook Analytics goetargeted in 165 feet of Las Olas Blvd A1A

††† Direct+Indirect; Local/Visitor Spending, Sponsorship, Calculation

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FLORIDA: OPEN FOR BUSINESS FORT LAUDERDALE

It's seldom a dull day in Fort Lauderdale, and unique, affordable events await. For example, Friday Night Sound Waves rocks with free live music every Friday night (March through November) on Fort Lauderdale Beach.

Smart Meetings Magazine
December 2017

LAUDERDALE FOR LOCALS

It's easy for Fort Lauderdale people to take our shimmery nightlife and beach back-drop for granted. We don't have to search very far for a little paradise or a cool band to dance to on the beach. Particularly not during this time of year - Friday Night Sound Waves is back for another year bringing you the best each vibes with live music.

Fort Lauderdale Magazine
June 2017

RELOCATING to Fort Lauderdale? HERE IS WHAT You Need to Know

The city's perfect weather and incredible beach strip practically beg to be celebrated in fun, outdoors events. As you've seen by now, Fort Lauderdale residents are of the fun-loving, creative variety. A fixture on Fort Lauderdale's busy cultural calendar is Friday Night Sound Waves, a free live music event which takes place every Friday, rain or shine, at the Beach Hub.

Unpakt Blog
May 2017

MEDIA OVERVIEW



HELLO SUNNY TV LIVE BROADCASTS

GREATER
FORT LAUDERDALE
hello sunny

Over the course of the 2017 season, the Greater Fort Lauderdale Convention and Visitors Bureau partnered with Friday Night Sound Waves to provide live coverage from Fort Lauderdale Beach on Hello Sunny TV and Visit Lauderdale's Facebook page.

Interviews with organizers, fans, sponsors, community stakeholders, city officials and bands shared the story visually with the world, why Fort Lauderdale Beach was THE place to kick off their shoes and kick up their heels every weekend.

Total Live Broadcast Days: 11
Total Live Broadcast Segments: 45
Total Minutes Live Broadcasts: 85
Total Live Broadcast Views: 178,440
Average Broadcast Impressions: 3,965+

LIVE BROADCAST A.V.E.: \$89,220.+

*Report inclusive of Facebook Live and viewership on HSTV AppleGen4 and www.Sunny.org/TV website

SPONSOR INTERVIEWS

March 10: Modera; Travelhost; BID

April 7: Southwest Airlines; Bahia Mar; Blue Chair Bay Rum;

May 5: Air Show; Hurricane Task Force

June 23: Southwest Airlines; Mayor Seiler

June 30: Entercom Radio; Riptide Music Festival; BID

July 7: FPL; Hilton; Visit Lauderdale; FRLA

Aug 18: Entercom; Corona; BID

Sept 1: Southwest Airlines; Entercom; Bahia Mar Marina

Sept 23: Hurricane Irma Relief Concert; Riverwalk; BID; Vice Mayor Roberts; City Manager Feldman;

Oct 6: Healthy Mothers Healthy Babies, Aiden's Smiles; Bahia Mar Marina; Entercom; Riptide Music Festival

Nov 10: Ina Lee; Southwest Airlines

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LIVE & UNPLUGGED MORE MUSIC MORE FUN



Drive Time is Prime Time in radio, and radio partner, Entercom Miami and 102.7 FM turned over their airwaves a total of 23 times to feature live performances by Friday Night Sound Waves performers in advance of their shows throughout the 8:00 hour on the Kenny Walker Show.

16 of the 23 performances were archived as podcasts on the station website; live footage and photos were shared amongst their social channels.

Total Live Broadcast Days: 23
Average Air Time 7.25 minutes
Average Listenership: 250,000
Total Pocasts: 16
Total Social Media Posts: 27
Total Facebook Impressions: 14,812
Billboard on 595 / 1-95 N Exit Ramp: 7 weeks

TOTAL A.V.E.: \$58,459.+

*Based on 30 second commercial cost on 102.7 FM, plus social media and podcast impression values

BAND INTERVIEWS

3/24	30 Vice
3/31	Moran Levi
4/14	Mike Mineo
4/21	Spred the Dub
4/28	Tom Sartori
5/5	Shane Duncan
5/19	Sabor Latino
5/26	Wolfepack Band
6/2	Funkabilly Playboys
6/9	School of Rock
6/16	Bushwood
6/23	Moska Project
6/30	Free Rads Band
7/7	Fabulons
7/14	Goodnicks
7/28	Shauna Sweeney
8/18	Big Harvest
9/15	SOSOS
9/22	Hurricane Irma
9/29	Joel DaSilva
10/13	School of Rock
11/3	The Heavy Pets
11/10	Ari; Last Show

BILLBOARD SPONSOR LOGO

3/17	102.7
3/24	102.7
3/31	102.7
4/7	SWA
4/14	102.7
4/21	FPL
4/28	BID

EARNED MEDIA PRINT

BROADCAST

May 4: NBC 6 In The Mix - May 4 Live Shane Duncan Band

BROADCAST AVE: \$4,200

SUN SENTINEL

March 21: Sun Sentinel: Toe Tapping Tunes Return to the Beach

June 21: Sun-Sentinel North Lauderdale Forum:

GO GUIDE & SOUTHFLORIDA.COM [Print & Online]

March 8: Other Voices Other Rooms: Pocket Change

March 16: Other Voices Other Rooms: The Resolvers

March 22: Other Voices Other Rooms: 30 Vice

April 12 Other Voices Other Rooms: Mike Mineo

April 19: Earth Day Music; Earth Day Concert Spred The Dub

June 22: Other Voices Other Rooms: Moska Project

June 29: Other Voices Other Rooms: The Free Rads

October 5: Other Voices, Other Rooms: All Access Band

October 19: Other Voices Other Rooms: Electric Piquette

November 9: Other Voices, Other Rooms: Mr. Nice Guy

OTHER MEDIA PRINT

March - Nov: Go Riverwalk Magazine Events Connection

April/May: Las Olas Boulevard Magazine

May 2017: Boca Life Magazine - Calendar Feature

June 2017: CityAndShore.com - Calendar Feature

June 2017: Fort Lauderdale Magazine: Lauderdale for Locals Full Page

June 2017: Fort Lauderdale Magazine - Calendar Feature

Summer: Gold Coast Magazine: Social Calendar

November 2017: Go Riverwalk | Riverwalk Exclusives Full Page

December 2017: Smart Meetings Magazine: Feature

TOTAL PRINT AVE: \$16,270

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EARNED MEDIA DIGITAL

SOUTH FLORIDA PARENTING [Online]

April 5: Best Bets For Families #4 FNSW

July 6: Best Fun for Kids This Weekend: Shauna Sweeney

WEEKEND BROWARD [Online - 171 Direct Website Hits]

February: Friday Night Sound Waves Announces 2017 Lineup

March: Rising Stars at Friday Night Sound Waves in April

April: Friday Night Sound Waves Attracts More than 20 Local and National Sponsors

April: Friday Night Sound Waves Celebrates Earth Day with Spred the Dub

May: Air Show Kicks Off at Friday Night Sound Waves

June: Friday Night Sound Waves Great Beach Getaway Giveaway

OTHER MEDIA DIGITAL [Online]

February 27: JeffEats.com

February 11: Fort Lauderdale on the Cheap - Friday Night Sound Waves Announces Lineup

March 10: SoFlaNights.com: Friday Night Sound Waves Announces 2017 Schedule

March 16: New Times Broward Palm Beach: Your Guide to St Particks Day Events

March 27: BigMouthGirlz.com: Friday Night Sound Waves Featuring Moran Levi

March 31: South Florida Jazz List: Moran Levi

Apr 5: New Times BPB: Weekend Events You Won't Want to Miss: Farewell Angelina

May 1: Boca Life Magazine: Calendar Listing

May 2: Really-fine.com: Air Show Kickoff Concert

May 10: SouthFloridaFinds.com: Summer Events

June 1: Fort Lauderdale Magazine: Lauderdale for Locals

June 1: BizJournals.com

June 2: Around Town: Friday Night Sound Waves Reason to Revisit the Beach

June 17: Travelmamas.com: Fort Lauderdale Vacation Giveaway from Friday Night

June: UnPakt.com: Relocating to Fort Lauderdale? Here is What You Need to Know

Total Online Referral Acquisition [clicks]: 11,280

TOTAL DIGITAL AVE: \$5,640

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CAMPAIGNS - EARNED MEDIA

For the second year, Friday Night Sound Waves partnered with Visit Florida and the Florida Restaurant & Lodging Association to host the **GREAT BEACH GETAWAY GIVEAWAY**. Adding a twist to the local giveaways in 2016, partners Southwest Airlines and Hilton Fort Lauderdale area properties afforded complete packages to hold a national contest where those from around the state and country could enter to win an all-inclusive vacation to Fort Lauderdale Beach. Sweepstakes were held weekly on-site during the same time period to provide those attending the concerts an opportunity to register and win local experiences, or on special nights, a round-trip airline certificate on Southwest Airlines.

MEDIA / CONTEST WEBSITES

AbsoluShoppingCommunity.com
 AnyLuckyDay.com
 BizJournals.com: June 1
 CityBizList.com
 Emperola.com
 FreebieMom.com
 Freestufftimes.com
 FortLauderdaleBreakingNews.com
 Jetsetter.com
 Lifestyle Magazine: The Lifestyle List
 PRNewswire.com
 SouthFloridaBusinessJournal.com
 SweepstakesMax.com
 TheStreet.com
 Travelmamas.com:
 TravelWire.com



A.V.E.: \$1,600.00

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CAMPAIGNS - PAID MEDIA

PAID MEDIA

Entercom Radio

\$8,500

3 weeks / 30 Radio Spots
3 weeks / 30 Digital Stream

Orlando Sentinel

\$1,800

1/8 Travel Section Cover - Sun
25,000 Banner Imp

Sun-Sentinel Showtime

\$1,995

1/2 Pg. Color Showtime - 6/2
1/2 Pg. Color Showtime - 6/23
30,000 Total Digital Imp

Tampa Bay Tribune

\$631

1/4 Pg TBT Weekend Paper

Facebook Advertising

\$776.62

Impressions: 91106
Reach: 73353
Unique Clicks: 1783

Collateral Printing

GBGG Cards / 7,500

\$375.

PAID MEDIA

\$14,627.62

CONTEST ENTRIES

Online Registration June 2 through June 30, 2017

Total Number of Entries: 3,302

Total Shares: 587

Total Page Visits: 6,807

Total Email Opt In: 791 / 42%



Enter for the chance to **WIN** a 3 Day/2 Night **HOTEL STAY and AIR TRAVEL** to Fort Lauderdale

GREAT BEACH GETAWAY GIVEAWAY

BONUS onsite registration for **WEEKLY PRIZES** 6:00 - 9:00PM EVERY FRIDAY. **FREE** The Hub at Las Olas Blvd & A1A

6/2 FUNKABILLY PLAYBOYS	7/7 THE FABULONS
6/9 SCHOOL OF ROCK	7/14 THE GOODNICKS
6/16 BUSHWOOD	7/21 OTHELLO MOLINEAUX
6/23 MOSKA PROJECT	7/28 SHAUNA SWEENEY
6/30 THE FREE RADS	8/4 CELEBRATION

View Details and Enter Online at FridayNightSoundWaves.com/WIN



#FNSW #GBGG2 **FREE LIVE MUSIC and WEEKLY PRIZE GIVEAWAYS** 6:00 - 9:00 PM EVERY FRIDAY NIGHT on the sand at Las Olas Boulevard & A1A

FREE Registration presented by **1.BID**

JUN 2 FUNKABILLY PLAYBOYS	presented by FRLA
JUN 9 SCHOOL OF ROCK	presented by Sprint
JUN 16 BUSHWOOD	presented by Southwest Airlines
JUN 23 MOSKA PROJECT	presented by Southwest Airlines
JUN 30 THE FREE RADS	presented by 102.7 The Beach FM
JUL 7 FABULONS	presented by Florida Power & Light
JUL 14 THE GOODNICKS	presented by ItsBetterOnTheBeach.com
JUL 21 OTHELLO MOLINEAUX	presented by Southwest Airlines
JUL 28 SHAUNA SWEENEY	presented by Las Olas Association

For performer details, giveaway prizes, contest rules and parking information, visit FridayNightSoundWaves.com

SOCIAL MEDIA EMAIL

FRIDAYNIGHTSOUNDWAVES.COM

Total Sessions: 29,953

Users: 22,873

Page Views: 48,642

Average Duration: 1:42

Audience from Feb 1 - Nov 10, 2017

SOCIAL MEDIA REACH

Facebook.com/SoundWavesFLB

FNSW PAGE FANS: 3,187

TOTAL NETWORK FANS: 13,264

The Hub Fort Lauderdale Beach: 1,379

MyFortLauderdaleBeach.com: 8,698

TOTAL POSTS: 628

Engagement: 24,958 (reactions/comments)

Social Shares: 1,222

Total Clicks: 92,030 (link/video/site)

IMPRESSIONS

Facebook.com/SoundWaves: 1,204,120

Total Network Impressions: 1,752,438*

YOUTUBE VIDEOS

Video Uploads: 22

Views: 1,420

FRIDAY NIGHT SOUND WAVES EMAIL

Email Data Base Start: 424

Email Database End: 2,709

Total Emails Sent: 27 / **Deployed:** 35,726

Unique Opens: 7,575 / 25.61%

Click Through Rate: 14.83%

Unsubscribed Rate: 0.033%

PARTNER EMAIL COMMUNICATIONS

Hello From Greater Fort Lauderdale [3/10/17]

Hello From Greater Fort Lauderdale [5/19/17]

CVB Buzz [March, July, August, November]

City of Fort Lauderdale Currents [Feb 2017]

102.7 Beach Club Newsletter [May 11, 2017]

New Times BPB Newsletter [May 24]

New Times BPB Newsletter [June 28]

Weekend Broward [April 19]

Gold Coast Insiders Guide [Total: 32]

MyFtLB Insider [Total: 10]

SOCIAL & EMAIL A.V.E.: \$92,024.33+

ONLINE CALENDARS

ONLINE CALENDARS

ArtsCalendar.com
FLMag.com
FortLauderdale.gov
FortLauderdaleDaily.com
GoRiverwalk.com
JazzBluesFlorida.com
LastMinuteLauderdale.com
MiamiHerald.com
MiamiOnTheMove.com
MyFortLauderdaleBeach.com
NewTimesBPPB.com
SoFlaBlues.com - select dates
SouthFlorida.com
SouthFloridaJazzList.com - select dates
Sunny.org
WeekendBroward.com
Yelp.com

RADIO

1043TheShark.com
TheBeachMiami.com
LiteMiami.com

Listings based on \$15 month average Advertising Value
Social Media Calendars valued at \$50 each

FACEBOOK GROUPS

Concerts & Live Music - 1,075
Downtown Fort Lauderdale - 4,871
Fort Lauderdale - 23,869
Nightly VIP South Florida - 4,086
Single Parents of South Florida - 229
South Florida Events and Activities - 26,351
South Florida Live Music - 1,373
South Florida Things to Do - 678
South Florida Original Music Scene
Young Professionals of South Florida - 5,236

PERFORMER WEBSITES

BertaEntertainment.com
MNGBand.com
MoranLevi.com
ShaneDuncanBand.com
ShawnaSweeney.com
TheGoodnicks.com
UprootHootenanny.com
YoungTreesMusic.com

CALENDAR A.V.E.: \$3,300

TOTAL A.V.E.
\$285,340.95

CAM #18-0201
Exhibit 1
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#MeetMeAtTheHUB
hello sunny TV

LIVE Broadcast from 6:30-8:30
 Facebook.com/VisitLauderdale
 Sunny.org/TV

FRIDAY NIGHT SOUND WAVES
 #MeetMeAtTheHub

DINE. DISCOVER. STAY. PLAY. MyFORT LAUDERDALE BEACH .com

FREE
 LIVE MUSIC
 major funding
 provided by
1 BID
 Beach Improvement District

SEPT 01 2017
 NEW TIME 6-9

MEETME@theHUB
 Fort Lauderdale Beach at Las Olas Boulevard & A1A

FRIDAY NIGHT SOUND WAVES

Capturing the Excitement and Electricity of
 The Rolling Stones Stadium Tours of the 60's through 80's

ROLL THE STONES

presented by:

Southwest

#SoundWavesFLB
 #MeetMeAtTheHub

www.FridayNightSoundWaves.com | The Hub at Las Olas Boulevard and A1A

FREE
 Major Funding
 provided by
BID
 Beach Improvement District

#MEETME
@theHUB
MAR-NOV 2017

FRIDAY NIGHT SOUND WAVES

NEW TIME 6-9

Facebook, Twitter, Instagram, YouTube icons

CALL ME 204

Exhibit 1

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FRIDAY NIGHT SOUND WAVES

www.FridayNightSoundWaves.com

4 MORE WEEKS
#MEETME@THEHUB

10.20 | ELECTRIC PIQUETE

New Times Miami 2015 Best Latin Band. Presented by FP & L

10.27 | ALL STAR SOUL BAND

Halloween at The Hub. Presented by Modelo Especial & Corona Light

11.03 | THE HEAVY PETS

Alt-Rock. Jazz-Funk.. Presented by 104.3 The Shark FM

11.10 | MR. NICE GUY

Season Finale. Classic Rock. Presented by Southwest Airlines

FREE. ALL AGES.

Courtesy of our major sponsors



GREATER
FORT LAUDERDALE
hello sunny

Southwest



6PM - 9PM
On the Beach
Las Olas & A1A

For performer details and parking information, visit
www.FridayNightSoundWaves.com

AD SAMPLES

CAM #18-0201

Exhibit 1

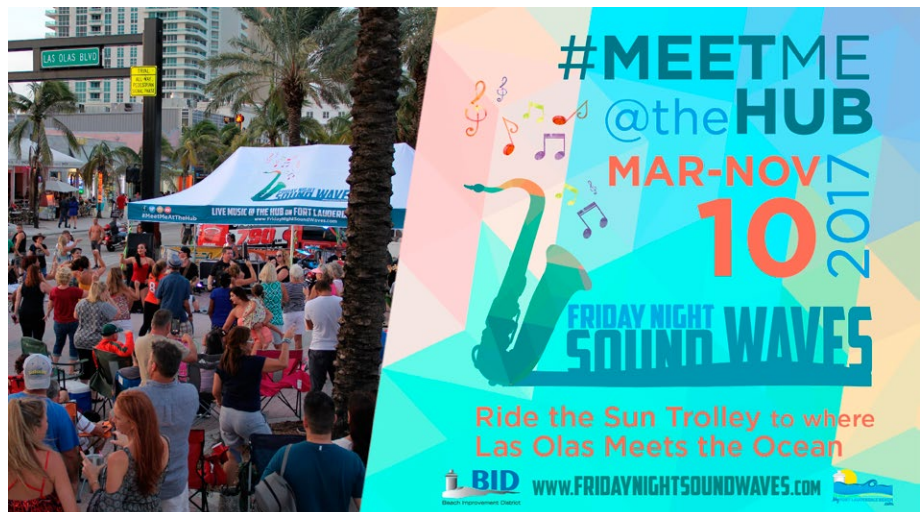
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FREE LIVE MUSIC
on Ft. Lauderdale Beach
EVERY FRIDAY • 6PM - 9PM
www.FridayNightSoundWaves.com

FRIDAY NIGHT SOUND WAVES
FridayNightSoundWaves.com

APR 28 TOP 40 & DANCE
TOM SARTORI
PRESENTED BY



#MEETME @the HUB
MAR-NOV 10 2017
FRIDAY NIGHT SOUND WAVES

Ride the Sun Trolley to where
Las Olas Meets the Ocean

BID www.FRIDAYNIGHTSOUNDWAVES.COM



Clockwise L to R

595 Billboard Ad
Go Riverwalk Ad
Social Graphic FPL
Print Invite Air Show
Social Graphic Modelo
Orlando Sentinel Ad
Perimeter Banner
Photo Posts
Trolley Screen Ad



NEW TIME 6-9PM

#MEETME @the HUB
MAR-NOV 10 2017
FRIDAY NIGHT SOUND WAVES

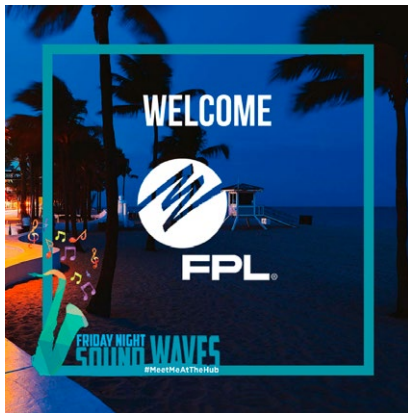
FREE LIVE MUSIC @the Hub every Friday Night

3/10	POCKET CHANGE	7/14	THE GOODNICKS
3/17	THE RESOLVERS	7/21	OTHELLO MOLINEAUX
3/24	30 VICE	7/28	SHAUNA SWEENEY
3/31	MORAN LEVI	8/4	CELEBRATION
4/7	FAREWELL ANGELINA	8/11	ANDREW MORRIS
4/14	MIKE MINED	8/18	BIG HARVEST
4/21	SPRED THE DUB	8/25	GRACE/VICTORY RIDERS
4/28	TOM SARTORI	9/1	ROLL THE STONES
5/5	SHANE DUNCAN BAND	9/8	ADAM UHLAN
5/12	LADIES OF SOUL	9/15	ORIENTE
5/19	SABOR LATINO	9/22	SOSOS + FRIENDS
5/26	WOLFEPAK BAND	9/29	JOEL DASILVA & THE HOWL
6/2	FUNKABILLY PLAYBOYS	10/6	ALL ACCESS
6/9	SCHOOL OF ROCK	10/13	ORANGE SUNSHINE
6/16	BUSHWOOD	10/20	ELECTRIC PIQUETE
6/23	BUNGLED & BOTCHED	10/27	ALL STAR SOUL BAND
6/30	THE FREE RADS	11/3	THE HEAVY PETS
7/7	FABULONS	11/10	MR. NICE GUY

BID Greater Fort Lauderdale hello sunny **Southwest**

102.7 BEACH

For performer details and booking information visit
www.FridayNightSoundWaves.com

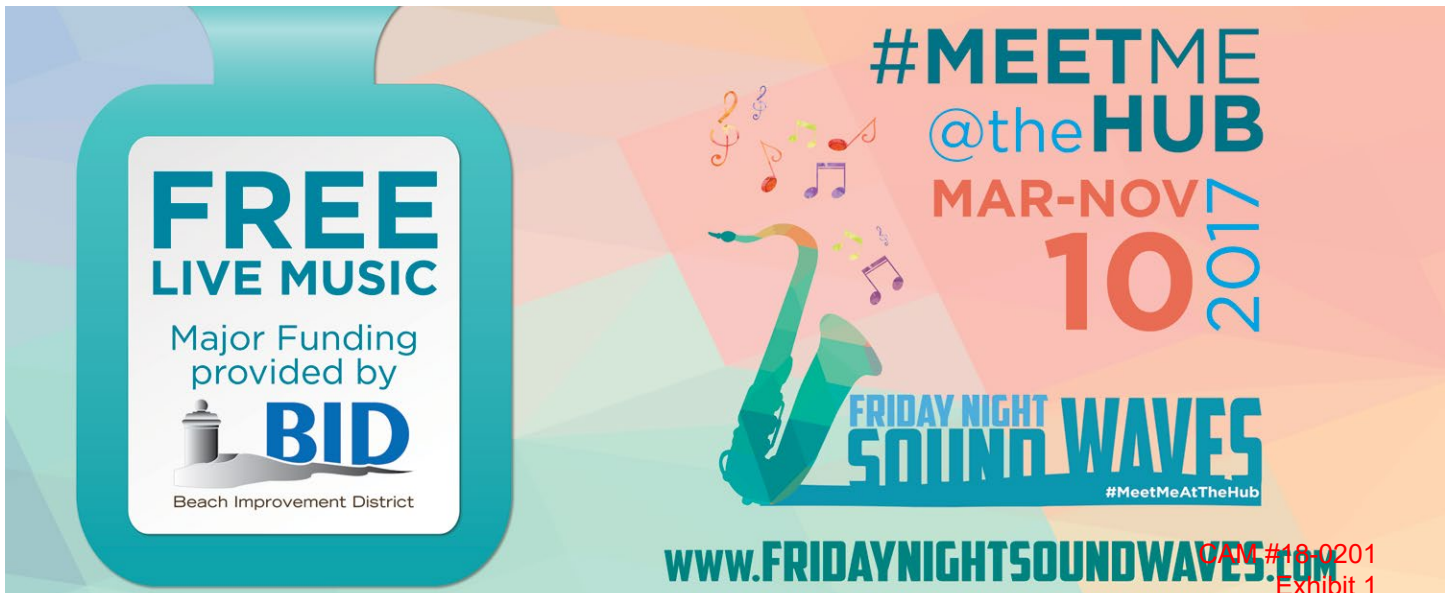


ENTER FOR THE CHANCE TO **WIN** a 3 Day/2 Night **HOTEL STAY** plus **AIR TRAVEL** to Fort Lauderdale

View Details and Official Rules at:

MyFortLauderdaleBeach.com/WIN

NO PURCHASE NECESSARY. Sweepstakes is open to all legal residents of the forty-eight (48) contiguous United States and District of Columbia, who are twenty-one (21) years or older, and have a valid email address at the time of entry. Enter by 11:59 p.m. EST on June 30, 2017. Two (2) potential winners will be randomly drawn on July 7, 2017. Odds of winning based on number of eligible entries. Visit website to view Official Rules. Prize Partners:



CD #18-0201
Exhibit 1



FRIDAY NIGHT SOUND WAVES

FRIDAYNIGHTSOUNDWAVES.COM



FRIDAY NIGHT
SOUND WAVES
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Exhibit at The Hub