

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 15 – Friday, June 28 (16)

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): \$85,900

9. Amount Requested from the BID: \$85,900

10. Indicate what the amount will be used for:

- Entertainment: Bands/Dancers/ Misc. Talent Needs \$37,000
- Event Staff / Management: \$30,400
- Advertising: 13,500
- Supplies: \$3,000
- Giveaways / Marketing: \$2,000

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

- **In Kind Committed**
 - **GFLCVB** – TBD – Media Value
 - **IBOTB Restaurant Group** – \$5,000 (storage facility)
- **Requested In-Kind:**
 - **The Free Ride: In vehicle distribution and video monitors**

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.

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 2019 season will face challenges due to heightened construction along the barrier island. While we will focus on enhanced experiences, destination branding and strategic visioning, the real potential comes at the ability to 'self-produce' and bundle multiple events / activations by 2019/2020 with the opening of the new Las Olas/A1A Park.

As noted in the 3rd year funding request, (March – November 2018), it is our firm assessment Friday Night Sound Waves will most likely never be self-sustaining until we are able to move to the Park and have a larger space to activate with sponsors. However, having become a fabric

of the community and destination, Friday Night Sound Waves provides a valuable expenditure as part of an overall experiential marketing initiative for the Beach destination and can act in this transitional year of construction as a vehicle to promote the live music opportunities of the destination.

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.

Highlights Include:

- Est. 1,000+ engaged per night with the event each week for at least 30 minutes
- Engaged Six (6) Local Business Sponsors | W Fort Lauderdale, B Ocean, Bahia Mar, Bubba Gump Shrimp Company, Galleria Fort Lauderdale, Courtyard Marriott
- Increased Advertising Spend with a monthly “The Beach Beat” advertorial in Go Riverwalk Magazine

Engagement Highlights Include

- 102,712+ global views on Hello Sunny TV/Social Channels (reduced broadcast days)
- 1,277,777 estimated reach on 102.7FM radio (reduced on-air days, monthly vs weekly)
- 968,054 Facebook Impressions FNSW Channels alone; Facebook, Twitter, Instagram

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 2017/2018 Wrap Report; Video 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 fourth 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

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 (TBD # of Times)
- Expanded Live Coverage on MyFortLauderdaleBeach.com Social Channels
- Selfie Station for Audience Social Sharing
- Email Campaign
- Paid Local Print Advertising
- Expand reach of Social Campaigns / Email Database with CVB

**BID Sponsorship Fulfillment
Applicant Contact Information**

Address: 1518 Garfield Street, Hollywood, FL 33020

Office Phone: 954.205.8754

Cell Phone: 954.205.8754

Email Address: ari@ravcommunications.com

Applicant Full Name: Arianne Glassman

Applicant Signature: 

Company / Title: President / rAv Communications.com

Date: January 3, 2019