

Beach Business Improvement District BID Grant Application

1. **Legal Name of Applicant:** Arianne Glassman
2. **Registered Business Entity**
 - a) Registered business name: A & R Enterprises of South Florida
 - b) DBA: rAv Communications
 - c) Business Structure: S-Corp
3. **Name/ Position of Individual Authorized to Sign Grant Agreement:**
Arianne Glassman; president
4. **Name of Event / Project:**
Super Bowl Weekend [Friday Night Prep Rally / Super Saturday Family Day]
5. **Location of Event:**
Las Olas Oceanside Park: 3000 E. Las Olas Boulevard
6. **List all Dates Associated with this Event:**
Set up: Friday, January 31: 8 am
Event Dates: Friday, January 31 and Saturday, February 1
Break-Down: Saturday 1: 4 pm - 10 pm
7. **Hours of Operation:** Friday 4pm – 10 pm; Saturday 9 am – 4pm
8. **Projected Attendance:** Est 5,000 + Daily
9. **Cost to Attendees:** Free
10. **Total Cost of Event (Project):** \$94,410
11. **Amount Requested from the BID:** \$74,960.00
12. **Indicate what the amount will be used for:** below line items, except factored costs

a) City Services	\$13,600
i. Police	\$6,000
ii. Fire / EMS	\$5,000
iii. Sanitation	\$2,000
iv. Parking	\$800

b) Staffing	\$15,500
i. Production Mgr.	\$7,500
ii. Staff	\$8,000
FieldXperience	

c) Insurance	\$1,200
d) Onsite Signage	\$2,250
e) Photo/Video	\$1,800

f) Festival Street Closure	\$6,010
i. MOT	\$1,310
ii. Road Prep	\$4,000
iii. ON Security	\$700

g) Concert [Fri – Sat]	\$15,550
i. Stage/Truss	\$4,200
ii. Signage	\$750
iii. Sound x 2	\$4,500
iv. Lights	\$2,800
v. LED Screen	\$2,500

vi. Entertainment	\$800
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h) Saturday Enhance	\$13,850
i. Tents/P&D	\$2,500
ii. Seating	\$1,500
iii. Lawn Games	\$650
iv. Face Painters	\$900
v. Giveaways	\$2,000
vi. Photo Booth	\$2,500
vii. YAA Artist Fee	\$1,800
viii. DJ [11 – 4 pm]	\$2,000

i) MISC	\$5,000
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j) Original Factored Costs	\$19,650
i. Friday Band	\$3,500
ii. Market Music	\$350
iii. Dancers	\$400
iv. Staff/Security	\$950
v. Photography	\$200
vi. Management	\$1,000
vii. Marketing	\$750
viii. FLIPANY event	\$9,500
ix. YAA on the Go	\$3,000

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

No commitments; soliciting Low Level Sponsors for activation areas after Jan 2.

In-kind marketing support from the CVB and Super Bowl Host Committee

14. Proposed Activities Planned (Project):

FRIDAY

- a) 4 PM – 10 PM – Tailgate Town; Makers Market

SATURDAY

- b) 8 AM - 11 AM - Fort Lauderdale Beach Sweep
- c) 8:30 - 9:30 AM - Yoga on the Lawn with Lisa Pumper
- d) 9 AM – 4:00 PM – Farmers, Antiques and Artisan Market
- e) 10 AM - 3 PM - NFL Play 60 Activities; Lawn Games
- f) 10 AM - 4 PM - Young at Art Take Home and Collaborative Art Activities
- g) 10 AM - 4 PM - Super Bowl Step & Repeat Photo Area [face painting]
- h) 10 AM - 4 PM - Kick Hunger Challenge Food Drive for FSF
- i) 10 AM - 4 PM - Sponsor Snack Tasting + Giveaways [not committed]
 - i. FLIPANY
 - ii. Florida Department of Ag / FL Dairy Farmers Association
 - iii. Pepsi Food / Drink Products? (Tostitos, Sun Chips, Smart Food Popcorn, Bare Snacks, Juice, Tea, Coconut Water, Gatorade)
 - iv. Children's Services Council of Broward County
 - v. City Parks Department / Broward County School
 - vi. Beach and Local Businesses [kid and family-focused]
 - vii. SOBEWFF - Promo / Marketing area for their kid's events
- j) 11 AM - 1:45 PM - AM Cooking Demos (3)
- k) 11:30 AM - 2:45 PM - Cheerleading / Dance Class (3)
- l) 12 PM - 3 PM – Hourly Aqua-Flight Hydro flight demos (4)

15. Bid Sponsorship if approved shall only be seed money with contributions reduced in subsequent years unless otherwise approved by the BID. This is a one-time ask for this specific event

16. 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

This is a one-time request due to the Super Bowl making its return to South Florida and the sanctioning of the weekend by the Super Bowl LIV Host Committee as an official event.

17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the project. We aim to have several registration opportunities to gauge audience demographics and garner mailing lists, including an online registration to win a Super Bowl party-pack on Friday night (no tickets to Super Bowl); food donation drive and photo booth with email capture capabilities on Saturday. This and impacts will be included in the weekend event report

along with online social metrics and print ballot entries received.

18. **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.** It's the Super Bowl! and the only event taking place in the City of Fort Lauderdale, one of only three in all Broward County, and the only free to the public event taking place in the area. The recognition from the SBHC as a sanctioned event and opportunity to
19. **Provide a detailed marketing plan that explains how the proposed event (project) will be marketed / advertised**

We will market and advertise the Super Bowl Weekend 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 and Beach Businesses

20. **BID SPONSORSHIP TERMS: Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] if agree with 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 OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON-SITE VIA BANNERS, STAGE ANOUNCEMENTS, ETC.
- b. ☒ **BID MANAGER WILL REVIEW AND APPROVE** OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.
- c. ☒ **OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT.** THE BID IS RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. **Applicant shall mark [X} should if understands and agree with the following statements:**

- ☒ I will request BID Logo in appropriate format for marketing purposes.
- ☒ I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.
- ☒ I have completed a 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 schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.
- ☒ If 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 Lynn Solomon, 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 end of the event or project, along with supporting documents for expenses detailed in question 12.
- ☒ If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview PowerPoint 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

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: rAv Communications, President

Date: December 27, 2019



MOTPlans.com Inc.
631 NE 45 Street
Oakland Park, Fl. 33334
Tony Britten
Cell # 954-854-3946
Office # 954-560-0450

Job # **RAV Communications**
E Las Olas Blvd (Super Bowl)

12/26/2019

# units	Description	U/M	Price	Total
35	Advance Warning Signs	ED	\$0.65	\$ 22.75
120	36" Traffic Cones	ED	\$0.30	\$ 36.00
14	Type III	ED	\$0.95	\$ 13.30
1	Arrow Board	ED	\$30.00	\$ 30.00
1	Daily Rental Subtotal			\$ 102.05
2	Rental Subtotal		\$102.05	\$ 204.10
	Tax			\$ 14.29
1	Rental Total			\$ 218.39
1	MOT Plan (2 Sheets)	PS	\$300.00	\$ 300.00
2	Standard Index's	PI	\$25.00	\$ 50.00
1	Setup	EA	\$325.00	\$ 325.00
1	Takedown (<i>Weekend Takedown</i>)	EA	\$415.00	\$ 415.00
	Total			\$ 1,308.39

**\$200 Job Minimum*

**Based on 1 Setup/ 1 Takedown/ 2 Day Rental*

**January 31, 2020 10am - Febuary 1, 2020 8pm*

An aerial photograph of a modern urban development. The scene features a large parking lot with several cars, a multi-story building with a grid of windows, and a large area with palm trees and a winding path. The text "NFL YEAR 101. IT STARTS IN THE 9[54]" is overlaid in the center. The background shows a mix of greenery, paved areas, and architectural structures under a clear sky.

**NFL YEAR 101.
IT STARTS IN
THE 9[54]**

NFL YEAR 101. IT STARTS IN THE 9[54]

Marking the celebration of the NFL's 100 Year Anniversary and Super Bowl LIV in Miami, the City of Fort Lauderdale's Beach Business Community wish to rally around the **YEAR 101 of the NFL**, and highlight the 9[54]'s past & future NFL stars with a free to the public, family-friendly celebration **January 31 and February 1, at the new \$49M Las Olas Oceanside Park on Fort Lauderdale Beach**



BORN & RAISED IN THE 9[54]



The NFL and Broward County have a strong connection. Through Week 14 of the 2019 NFL season alone, there were 52 PLAYERS who wore an NFL Jersey, representing 19 Broward County High Schools and 24 NFL Teams.

Of those, 25 of the 52 played in the 2019 PRO BOWL. These players include:

- Nick Bosa, St. Thomas Aquinas, 49ers
- Sam Young, St. Thomas Aquinas, 49ers
- Eddie Jackson, Boyd Anderson, Bears
- Riley Ridley, Deerfield Beach, Bears
- Geno Atkins, St. Thomas Aquinas, Bengals
- Giovani Bernard, St. Thomas Aquinas, Bengals
- Bobby Hart, St. Thomas Aquinas, Bengals
- Greg Mabin, Calvary Christian, Bengals
- Jon Feliciano, Western, Bills
- Isaiah McKenzie, American Heritage, Bills
- Wyatt Ray, St. Thomas Aquinas, Bills
- Bryan Cox Jr., St. Thomas Aquinas, Browns
- Jason Pierre-Paul, Deerfield Beach, Buccaneers
- Marcus Gilbert, St. Thomas Aquinas, Cardinals
- Patrick Peterson, Blanche Ely, Cardinals
- Joey Bosa, St. Thomas Aquinas, Chargers
- Skai Moore, University School, Colts
- Jabaal Sheard, Hollywood Hills, Colts
- Quincy Wilson, University School, Colts
- James Crawford, St. Thomas Aquinas, Dolphins
- Danny Isidora, Cypress Bay, Dolphins
- Chris Lammons, Plantation, Dolphins
- Jake Rudock, St Thomas Aquinas, Dolphins
- Marken Michel, American Heritage, Eagles
- Brandon Powell, Deerfield Beach, Falcons
- Calvin Ridley, Monarch, Falcons
- RJ McIntosh, Cardinal Gibbons, Giants
- Brandon Linder, St. Thomas Aquinas, Jaguars
- Josh Robinson, Plantation, Jaguars
- Robby Anderson, South Plantation, Jets
- Ryan Crozier, St. Thomas Aquinas, Jets
- Mike White, University School, Jets
- Brian Burns, American Heritage, Panthers
- Michael Palardy, St. Thomas Aquinas, Panthers
- Jordan Scarlett, St. Thomas Aquinas, Panthers
- Yodny Cajuste, Miramar, Patriots
- Phillip Dorsett, St. Thomas Aquinas, Patriots
- Sony Michel, American Heritage, Patriots
- James White, St. Thomas Aquinas, Patriots
- Lamarcus Joyner, St. Thomas Aquinas, Raiders
- Nevin Lawson, Piper, Raiders
- Trayvon Mullen, Coconut Creek, Raiders
- JoJo Natson, Boyd Anderson, Rams
- Marquise Brown, Chaminade-Madonna, Ravens
- Josh Bynes, Boyd Anderson, Ravens
- Trevon Coley, Miramar, Ravens
- Fabian Moreau, Western, Redskins
- Matt Dayes, Cypress Bay, Saints
- Geno Smith, Miramar, Seahawks
- Jermaine Grace, Miramar, Seahawks
- Devin Bush, Flanagan, Steelers
- Ryan Shazier, Plantation, Steelers



St. Thomas Aquanis 2019 State & National Champions



St. Thomas Aquanis Alum, Michael Irvin

IT STARTS IN THE 9[54]



Cardinal Gibbons, Nik Scalzo 2019 Brian Piccolo Award



Chaminade-Madonna. 2018/19 DIV 3A State Champions

FRIDAY NIGHT P[R]EP RALLY

FRIDAY, JANUARY 31 | 4:00 PM – 10:00 PM

- TASTE THE WAVE TAILGATE Fort Lauderdale Beach Restaurant Food Court
- THE MAKERS MARKET Local Artist and Crafter Showcase
- NFL BROWARD ALUMNI MEET & GREETs [as available, invited]
- FREE LIVE CONCERT Private Stock; 8-piece Top 40 + Decades Music
- MYFLB HALFTIME SHOW [Band Break] Cheerleading-Style Pep Rally and Recognition of the FHSAA State /Champions Players and Coaches
- FHSAA 100 YEAR INVITED GUESTS
 - Broward County High School Regional Finalist and State Championship Players, Coaches, Students & Families from **St. Thomas Aquinas, American Heritage, Blanche Ely, Calvary Christian, Cardinal Gibbons, Chaminade-Madonna, Deerfield Beach, Dillard, Fort Lauderdale, Marjory Stoneman Douglas, McArthur, Plantation, South Broward, Stranahan, University School, Western and Westminster Academy**
 - Broward County High School Alumni
 - City of Fort Lauderdale, Broward County, Greater Fort Lauderdale Chamber of Commerce and Local Business Stakeholders





FRIDAY NIGHT SOUND WAVES, SEASON 5: FREE, LIVE & LOCAL MUSIC. SPONOSRED BY THE FORT LAUDERDALE BEACH BUSINESS COMMUNITY



SUPER SATURDAY FAMILY FUN DAY

SATURDAY, FEBRUARY 1

- FARMERS MARKET TOURS with Fort Lauderdale native and FDA Commissioner, Nicole “Nikki” Fried
- NFL PLAY 60 led by FLIPANY with special guest, and NFL Alumni/South Florida resident, Anquan Boldin
- COOKING MATTERS HEALTHY SUPER BOWL SNACKS DEMO's with FLIPANY and NFL Alumni TBA
- YOGA MOVEMENT & CHEERLEADING BOOTCAMP led by South Florida Yoga and area High Schools(TBA)
- PHOTO EXPERIENCE / LOMBARDI TROPHY Two booths with email / survey capture
- KICK HUNGER FOOD DRIVE for Feeding South Florida
- YOUTH "FOOTBALL" ART TAKE AWAYS / COLLABORATIVE GRAFITTI WALL led by Young At Art Museum
- TBD: DJ / HYDRO-FLIGHT POOL & DEMOS / CITY AGENCY INTERACTIVE EXPERIENCES





AUDIENCE: WE ARE THE 9[54]



Ethnically Diverse



Families



Active Seniors



Millennials



**Beach Businesses
Hotels / Rest. / Merch.**



**City Agencies
Sponsors**



**Faith Based Groups
Resident Associations**



**Non-Profits
Environmental Groups**

EVENT SPONSORS & SUPPORTERS



PENDING



EVENT ACTIVATION PARTNERS

100+ IN THE COMMUNITY

Food / Art / Antiques



More than 22 yrs operating farmers markets in Fort Lauderdale, Pinecrest, Little Havana, Miami Springs, the Cities of Miami, Miami Beach, Key Biscayne, Boca Raton, Williams Island, Deerfield Beach, Miami Lakes and Miami Shores, including Lincoln Road (22 yrs) and UoM Campus (9 yrs) .

Nutrition / Fitness



15 years providing customized health, nutrition and wellness programs to youth, families and seniors to over 400 partner sites in Palm Beach, Broward, and Miami-Dade Counties. Currently manages programming for the FDA, FDH, NFL, Share Our Strength, Broward Schools, 4 Cities and Miami Dade P&R

Art Education



30 years of enriching the community through artistic, interactive experiences open to all ages, with the intent to inspire creativity and a better understanding of the world in which we live.

Health / Wellness



25 years dedicated to Yoga education, marketing and event production for the Yoga community. Co-founder and producer of The Zen Cruise, as well as Yoga Fest at Huizenga Park, Yoga Expo at BCCC and for the past 11 years has hosted the by donation based Yoga classes on Fort Lauderdale Beach.