



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)  
**GRANT APPLICATION**

1. **LEGAL NAME OF APPLICANT ( FIRST NAME, SUR NAME )**  
Claire Tomlin
2. **REGISTERED BUSINESS NAME AND FORM OF BUSINESS ENTITY (A-C)**
  - A. **REGISTERED BUSINESS NAME:**  
The Market Company
  - B. **IS THE COMPANY DOING BUSINESS UNDER ANOTHER NAME, IF YES, LIST NAMES(S)** No
  - C. **MARK (X) NEAR APPLICABLE BUSINESS STRUCTURE**
    - ☐ - Sole Proprietorship
    - ☐ - Partnership
    - ☐ - Corporation
    - ☒ - S Corporation
    - ☐ - Limited Liability Company
3. **NAME AND POSITION/TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT, ON BEHALF OF THE STATED BUSINESS ABOVE**  
Claire Tomlin; President
4. **NAME OF EVENT / PROJECT / PROPOSAL**  
Las Olas Oceanside Park Farmers Market
5. **LOCATION OF EVENT – PROVIDE DESCRIPTION AND LOCATION MAP OR SITE PLAN**  
Las Olas Oceanside Park, 3000 E. Las Olas Boulevard, Fort Lauderdale, FL 33316
6. **LIST ALL THE DATES ASSOCIATED WITH THE EVENT**
  - A. **SET UP DATE(S):** Every Saturday, year-round (30 weeks / 7 months in fiscal cycle)
  - B. **EVENT DATE(S):** Saturday, February 28, 2021 – September 24, 2021
  - C. **BREAK-DOWN DATE(S):** Saturday, February 28 – September 24, 2021
7. **HOURS OF OPERATION:** 9am – 4pm
8. **PROJECTED ATTENDANCE:** Throughout Day; 1,000+
9. **COST TO ATTENDEES:** Free
10. **TOTAL EVENT COST: \$31,300**
  - 1<sup>st</sup> Saturday – Music at the Market, Live music May – Sept. \$5000 / 5 mo.
  - 2<sup>nd</sup> Saturday – Kickin Nutrition with FLIPANY - \$5,600 / 7 mo. start March 13
  - 3<sup>rd</sup> Saturday – FTL Beach Sweep Trash to Treasure Art - \$1050 / 7 mo. start March 20
  - 4<sup>th</sup> Saturday – GFL at the Market - \$12000 / 8 mo. start February 28
  - 30 Weeks – Onsite Photography & Videos \$4,500 / 30 weeks
  - Marketing / Printing - \$2,100
  - Fresh Fruit Giveaway – Beach Sweep Participants 2<sup>nd</sup> & 4<sup>th</sup> Sat. - \$1,050 / 7 mo.



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

**11. AMOUNT REQUESTED FROM THE BID: \$19,650**

**12. INDICATE WHAT THE REQUESTED AMOUNT WILL BE USED FOR:**

The funds will be used for the opportunities that bring the most exposure for the BID, including the following

- GFL at the Market, presented by Visit Lauderdale - \$12,000 ( **see attached** )
- Photographer / Videographer; will provide photo rights to use on MyFTLB.com - \$4,500
- Marketing & Printing - \$2,100
- Beach Sweep Participant Fresh Fruit Giveaways - \$1,050

Additionally the Market Company will permit BID collateral material at TMC Information Booth and a 20% Discount Rack Booth Rate (\$75) for any business in the BID area who may like a space at the Market June – September. Limit 3 per week.

**13. LIST OTHER REVENUE SOURCES (OTHER THAN AMOUNT REQUESTED FROM THE BID). IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, AND STATUS OF THE REQUESTED FUNDS.**

No additional funds have been committed at this time

- FLIPANY ( \$5,600 ) – pending
- We are putting together an arts grant (\$6,050) - pending / or in-kind services
- Grant Opportunity with Children's Services Council of Broward County through Hands On Broward Literacy Program

Arts grants and artist partnership would support having high school music groups perform on the 1<sup>st</sup> Saturday starting in May and the Trash to Treasure Art project with the Fort Lauderdale Beach Sweep on the 3<sup>rd</sup> Saturdays March – September

**14. PROPOSED ACTIVITIES PLANNED ( ATTACH NARRATIVE IF NECESSARY)**

Each week, residents and visitors will have an opportunity to participate in a unique experience while attending the Las Olas Oceanside Park Market, providing more reasons to visit Fort Lauderdale Beach. Activities outlined in #10 as well as our overall market vendors and shopping experiences.

Weekly Experiences

- 1st Saturday – Music at the Market, Live music May – Sept
- 2nd Saturday – Kickin Nutrition with FLIPANY
- 3rd Saturday – FTL Beach Sweep Trash to Treasure Art
- 4th Saturday – At the Market with GFL

Other Activities include

Every Saturday Cardio Dance from 9:00 am – 10am and Yoga from 10:30am – 11:30am  
Monthly Cultural and themed Pop-Up Activities – pending.

**15. BID EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE "SEED" MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS UNLESS OTHERWISE APPROVED BY THE BID. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT WILL**





## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

**BECOME SELF-SUSTAINING WITHIN 3-5 YEARS. ATTACH A NARRATIVE IF NECESSARY.**

Covid has proved a most difficult time for the micro-businesses which populate the market. In such, we have reduced our vendor fees by 40%. To meet Broward County Event Code Compliance, the market has also suffered a loss of revenue by having to limit vendor participation to meet spacing requirements and incurred additional expenses for staffing and signage. I am confident there will be a rebound and having been in this business for over 25 years, I am more concerned with giving these small businesses and my employees a way to earn a living vs. making a profit. During normal times the market has proven financially successful as a business, and the BID grant to enhance the market experience will benefit us all during these trying times.

**16. EXPLAIN IN DETAIL THE POSITIVE ECONOMIC IMPACT THE PROPOSED EVENT / PROJECT /PROPOSAL WIL HAVE FOR THE BID AND BEACH BUSINESSES. INDICATE HOW IT IS CONSISTENT WITH THE LEGISLATIVE DETERMINATIONS OF SPECIAL BENEFITS FOUND IN ORDINANCE C-06-34, SECTION 1.04 (A)(2), BY INCREASING THE NUMBER OF VISITORS TO THE BID DISTRICT.**

With only 7 weeks activation at the beginning of the year, The Las Olas Oceanside Park market was nominated as one of the best Markets in Broward County by South Florida Family Life Magazine. The Market is beneficial in driving business and consumers to the Fort Lauderdale Beach area as a family-friendly activity people can do outdoors – a big selling point when people determine places to visit.

Furthermore, we have had great success with attendees following the facial covering rules as well as sitting in the designated areas to eat and drink. These photos were shared with Marty Cassini and Bertha Henry to illustrate, small, well-planned and executed events can be Covid-safe and give people confidence, not just in attending the Market, but attending the Market on Fort Lauderdale Beach.

Last, Arianne Glassman shared data from a survey she has been collecting feedback from the local community and stakeholders, and 38% of the 112 respondents stated when they attend an event they make a day/night of it and 54% they would spend time in the area depending if they had something else to do/ or time it ended.

While we cannot determine an economic impact we hope people will view the Market as another activity and before or after a meal or when determining a hotel which to stay.

**17. DISCUSS HOW THESE IMPACTS WILL BE MEASURED AND REPORTED TO THE BID COMMITTEE UPON COMPLETION OF THE EVENT. ATTACH A NARRATIVE IF NECESSARY.**

The event impact will be reported to the BID through photos, videos, copies of advertising, media reach ( print and social ) as well as a best guess of estimated attendance. Should small gifts be able to be secured we could also conduct a monthly drawing and provide contact data of attendees or run a survey.

**18. EXPLAIN IN DETAIL HOW THE PROPOSED EVENT WILL AID IN THE BID'S EFFORTS TO IDENTIFY OR BRAND THE BEACH AS A WORLD-CLASS DESTINATION. ATTACH A NARRATIVE IF NECESSARY.**



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

The opportunity for the Farmer's Market to return is certainly a testament that the City of Fort Lauderdale and the Beach Businesses are ready to move forward in a safe manner. We have been following the County reopening plan and safe operating procedures. We look forward to using this opportunity to help Fort Lauderdale Beach gain another outdoor activity for the community and visitors to enjoy

Additionally the Market Company will permit BID collateral material at TMC Information Booth and a 20% Discount Rack Booth Rate (\$75) for any business in the BID area who may like a space at the Market June – September. Limit 3 per week.

**19. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETING / ADVERTISED. ATTACH A NARRATIVE, IF NECESSARY.**

**Social Media** – Combined Reach: 257K (FB) ; 62,454 ( IG )

**Email:** Combined Database over 210,000; ( not including Visit Lauderdale )

**Print/ PR:** Online Calendar Listings and Publications; Local Community Newsletters

**20. BID SPONSORSHIP TERMS:** Describe how the BOD Sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable, and mark [X] agreeing to BID sponsorship 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 sponsors at similar sponsorship levels, including radio, TV, print, online and on-site via banners, stage announcements, etc.*

☒ **B. BID MANAGER WILL REVIEW AND APPROVE**

*Associated media, marketing, and advertising to ensure accuracy*

☒ **C. OPPORTUNITY FOR 10 X 10 FOOTPRINT AT THE EVENT**

*BID is responsible for décor, rentals, and staffing*

**21. Mark [X] If You Understand and Agree with Each Statement**

- ☒ - I will request the BID logo in the appropriate format for Marketing Purposes
- ☒ - I will provide a Presentation of the Event or Project to the BID Committee 90 Days Prior to the Proposed Event or Project [ there are 76 days between presentation and 1<sup>st</sup> activation event with GFL Food and Wine ]
- ☒ - I have completed the new vendor application form to the City of Fort Lauderdale





## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

- ☒ - I have completed a W-9 form with the City of Fort Lauderdale
- ☒ - If BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting of which this item will be reviews to answer any questions the City Commission may have
- ☒ - If the 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 D'Wayne Spense, 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 the end of the event or project along with supporting documents for expenses details in question 12.
- ☒ - If city Commission approves BID funding, and after the event or project is complete, I will provide a post event financial overview 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

- ☒ - The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing post-event presentations. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

### APPLICANT CONTACT INFORMATION

**Physical Address:** 238 San Marino Drive

Miami Beach, FL

**Zip Code:** 33139

**Office Phone** 305-775-2166

**Cell Phone** 305-775-2166

**Email Address** [claire@themarketcompany.org](mailto:claire@themarketcompany.org)

Prior to Signing, Mark [x] to confirm the following:

- ☒ LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- ☒ ATTACHED LOCATION OR SITE MAP
- ☒ ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/MARKETING EFFORTS
- ☒ AS APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN THE BID APPLICATION AND CITY AGREEMENT

(OR)

- ☐ NOT AUTHORIZED TO SIGN THE AGREEMENT

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY. NAME SHOULD BE THE SAME AS QUESTION #3

Claire Tomlin

*Claire Tomlin*

Applicant Full Name (Print)

*Claire Tomlin*

Applicant Signature

Claire Tomlin

President, The Market Company

Company Name & Applicant Title

December 4, 2021

Date Signed

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

**\*Only authorized representatives of the company/corporation applying for the grant fund may sign the application. If applicant does not have the authority to sign a binding agreement applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company or corporation with the city of Fort Lauderdale.**



## AT THE MARKET WITH GFLFW

Experience the Las Olas Oceanside Park Market once a month with the Greater Fort Lauderdale Food & Wine Festival and a local chef. As we tour the market, you'll get a firsthand experience of how a chef envisions and brings a dish to life. The tour will culminate with our chef preparing the meal at the market and giving viewers tips for cooking with the ingredients available.

## DELIVERABLES

GFLFW will provide:

- GFLFW will film, edit, and produce 12 virtual tours of the Las Olas Oceanside Park Market.
- Episodes will be released monthly.
- GFLFW will provide a host.
- GFLFW will work with local establishments to coordinate chefs to participate in the tours. Preference will be given to FLL Beach chefs.
- GFLFW will create an onsite Kitchen Station featuring 10x10 tent, tables, cooking equipment and decor. Power will need to be provided by the event organizer.
- GFLFW will provide a full episode that will be approximately 10 minutes long and a :60 teaser.
- Opportunity for partner logo to be on screen at all times.
- Opportunity to place an up to :30 commercial. Commercial provided by the partner.
- Closing on the episode will feature a credits page that includes how viewers can connect with chef via the web and social media.
- GFLFW will promote the episode via website, Facebook and Instagram pages, YouTube page and email marketing database of 125k opt-in subscribers.
- Partner will have full rights to finished episode.

## COST

\$1,500/monthly episode



# LAS OLAS OCEANSIDE PARK MARKET

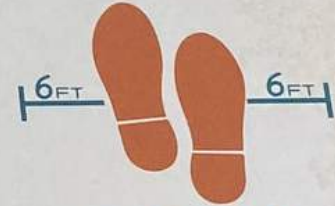
FARMERS | ANTIQUES | ARTISANS



## HELP MAINTAIN A SAFE ENVIROMENT



MASKS  
REQUIRED



MAINTAIN  
6' DISTANCE



SANITIZE  
OFTEN



HAVE A SEAT WHEN YOU EAT



Broward County E.O. 20-28  
Consumption of Food & Beverages while Seated Only.

LAS OLAS  
OCEANSIDE  
PARK MARKET



FARMERS | ANTIQUES | ARTISANS

*Saturdays*  
9AM-4PM

  /OCEANSIDEPARKMARKET





# HISTORY

- Brought in originally under the Friday Night Sound Waves permit at zero additional cost to host a Friday Night and Saturday Farmers Market.
- We hosted 7 weeks, Jan 31 – Mar 6, 2020 with 36 Night vendors and 42 Saturday vendors + 70' Farm Stand. Vendors paid \$60-\$75./ day.
- Received numerous press mentions, including nomination for **BEST FARMERS MARKET** in Broward Family Life Magazine

## LOCAL GUIDE FORT LAUDERDALE ILLUSTRATED *SUMMER Markets*

Broward County is teeming with green markets offering delicious fruits, vegetables, and artisan goods. Support local farmers and culinary creatives with a visit to these four summer markets around town.

By Melissa Puppo



**WHEN TO GO:** Saturdays from 9 a.m. to 4 p.m., through June 27

**MUST-TRY:** Father & Daughter Inc. for vegan and keto baked goods in addition to fresh granola.

### FARMERS, ANTIQUES, AND ARTISAN MARKET

One of the newest markets in Fort Lauderdale is the Farmers, Antiques, and Artisan Market. The 2-acre green space at Las Olas and A1A from 9 am-4 pm, with a thoughtfully curated array of market fare, including fresh produce, seafood, cheese, baked items, plants, artisanal products and more.

Throughout the inaugural season, which will run Jan. 24 - June 27, a variety of activities led by local businesses, area non-profits and art organizations aim to provide a little something extra for everyone.

"Our goal with Friday Night Sound Waves was to create a sense of community," noted Arianne Glassman, who along with the support of the City's Beach Improvement District is spearheading these efforts. "It's an exciting time on Fort Lauderdale Beach, and apropos, we start 2020 with an expansion of the concept, and new vision of the future."

To view the complete schedule of events, activities, market vendors and more, visit [www.MyFTLB.com](http://www.MyFTLB.com)

### FamilyLife **Broward Family favorite** 2020 AWARD LAS OLAS OCEANSIDE PARK MARKET FARMERS | ANTIQUES | ARTISANS

# VOTE FOR US!

## MyFTLB BEACH BEAT

### TO MARKET, TWO MARKETS

Two markets will debut at Las Olas Oceanside Park late January, bringing locals & visitors a long-desired amenity steps from Fort Lauderdale's shores.



The **Music & Makers Market** will coincide with the weekly Friday Night Sound Waves Concerts, and feature a mix of handmade and homemade goods. Saturday's **Farmers, Antiques and Artisan Market** will take over the park's greenspace at Las Olas and A1A from 9 am-4 pm, with a thoughtfully curated array of market fare, including fresh produce, seafood, cheese, baked items, plants, artisanal products and more.

"We are delighted to be a part of the launch activities at Las Olas Oceanside Park," stated Claire Tomlin, Founder & CEO, The Market Company. "There is a wealth of talent in South Florida, and we look forward to bringing a unique market experience to visitors and locals while enhancing the natural draw of the beach and businesses."

Throughout the inaugural season, which will run Jan. 24 - June 27, a variety of activities led by local businesses, area non-profits and art organizations aim to provide a little something extra for everyone.

"Our goal with Friday Night Sound Waves was to create a sense of community," noted Arianne Glassman, who along with the support of the City's Beach Improvement District is spearheading these efforts. "It's an exciting time on Fort Lauderdale Beach, and apropos, we start 2020 with an expansion of the concept, and new vision of the future."

To view the complete schedule of events, activities, market vendors and more, visit [www.MyFTLB.com](http://www.MyFTLB.com)



Complementing the Saturday Market, South Florida's leading Yoga teacher Lisa Pumper and team will host yoga on the lawn at 8:30 am, followed on select days by Young At Art presenting a variety of art activities and collab projects for children and families from 10 - 2.

### STAY CONNECTED

WE'RE SOCIAL @MYFTLB



**JAN 24-JUN 26**  
**@ LAS OLAS OCEANSIDE PARK**  
*Just South of Fort Lauderdale Beach*

**FREE CONCERT EVERY FRIDAY FROM 6:30-9:30 PM**

**Save the Dates!**

THE BIG GAME PREGAME CONCERT IN THE USF VALENTINE'S DAY I DO, AGAIN VOW RENEWAL and RECEPTION

**FRIDAY NIGHT SOUNDWAVES**

**JANUARY 24** POCKET CHANGE  
**JANUARY 31** PRIVATE STOCK  
**FEBRUARY 7** SABOR LATINO  
**FEBRUARY 14** REACTION  
**FEBRUARY 21** MR NICE GUY  
**FEBRUARY 28** THE GOODNICKS

**MARCH 6** NEW! MAKER MARKET PICKING @ THE PARK  
**MARCH 13** TASTY VIBRATIONS  
**MARCH 20** FIRESIDE PROPHTHS  
**MARCH 27** SPRED THE DUB  
**MARCH 27** SONLOKOS

VIEW THE FULL LINE UP @ [@ FridayNightSoundWaves.com](http://UPCOMING.SPECIAL.EVENTS)

Major funding provided by

### ON THE HORIZON

#### January

- 8 Fort Lauderdale Beach Sweep Las Olas & A1A
- 9 Full Moon Rooftop Party Bo's Beach
- 11 Yoga Expo Broward County Convention Center
- 11 Howl at the [Full] Moon Party Tsukuro
- 12 Serenades at Sunset Sonesta Fort Lauderdale Beach
- 23 Concert Under the Stars Bonnet House
- 25 ART Fort Lauderdale, the revolutionary art fair hosted at waterfront properties along Fort Lauderdale's intracoastal waterways, returns for its 4th installment, January 23 - 26.
- 25 Seven Seas Gala The Westin Fort Lauderdale Beach
- 25 IGFA 36th Annual Auction The Ritz-Carlton
- 26 Publix A1A Marathon Fort Lauderdale Beach

View a complete calendar of events and ongoing weekly experiences, at [www.MyFTLB.com](http://www.MyFTLB.com)







## TODAY

- Reopened November 14 with the Saturday Market Only.
- Due to COVID restrictions and permit SOP, we are able to host a maximum of 30 vendors/10' apart. To support our vendors we reduced the fee to \$54/day
- Assumed additional costs for signage, staffing, and sanitizer stations to meet the Broward Co. SOP Requirements. Examples of Signage and Vendor Decals.
- Photos of compliance were sent to Marty Cassini at Broward County and shared with Bertha Henry





Farmers' markets are back. Here's a list of 17 green markets in Broward and Palm Beach counties.

Here is a breakdown of the farmers' markets in Palm Beach and Broward counties (make sure you keep coming back as we will add to the list).

# 1.

## Las Olas Oceanside Park Farmers, Antique and Artisan Market

**What:** This market is right there on [the Strip at Fort Lauderdale beach](#) where Las Olas Boulevard meets A1A. In addition to the organic produce, cheese, baked items, handmade goods, apothecary and jewelry, there will also be themed monthly pop-ups and yoga classes (10:30-11:30 a.m. for \$10).

**When:** 9 a.m.-4 p.m. Saturdays.

**Where:** [Las Olas Oceanside Park](#), 3000 E. Las Olas Boulevard (at A1A on Fort Lauderdale beach).

**Parking:** [Lots, street and garage parking in the area](#) cost around \$4 and hour to \$10 all day.

**Contact:** [Facebook.com/oceansideparkmarket](#).

Antiques,  
Produce and  
Cheeses, oh My!



**The Las Olas Oceanside Park Farmers, Antiques and Artisan Market** returns to its beachside home at Las Olas Boulevard and A1A, every Saturday from 9am-4pm. Featuring an eclectic array of traditional market fare, visitors will delight in a fine selection of fresh produce, cheeses, baked items, apothecary, handmade goods, jewelry and more. Guests attending are advised to follow safety guidelines organizers have put in place to create a safe and enjoyable experience for all.

For parking information, list of weekly vendors, yoga schedule of special pop-up events, visit [www.facebook.com/oceansideparkmarket/](#)



[www.travelhost.com](#)

# TODAY

- Slow start with the holidays and economy but have received a number of press mentions in The Sun Sentinel, Travel Host and Las Olas Boulevard Magazine about the reopening.
- Resumed Morning Yoga from 10:30 – 11:30
- Partnered with Winterfest to host 3 Letters to Santa, Santa Sightings, and onsite giveaways with their sponsor, La Croix Sparkling Water 11/28-12/12





# LINCOLN ROAD MARKET

The Lincoln Road Business Improvement District brought in popular Food Trucks, scheduled musicians from the New World Symphony to ride through the Lincoln Road Farmers Market on Golf Carts, and placed dancers from the Miami City Ballet in storefront windows to attract more people to the area on the weekends.







## PROPOSED MARKET ENHANCEMENTS

Each week, residents and visitors will have an opportunity to participate in a unique experience while attending the Las Olas Oceanside Park Market, providing more reasons to visit Fort Lauderdale Beach.

We would like to Add the Following to Enhance the LOOP Market on Saturday

- 1st Saturday – Music at the Market, Live Music March – July
- 2nd Saturday – Kickin Nutrition with FLIPANY; Healthy Cooking Classes
  - Engage Beach Sweep Participants with Fruit Giveaway
- 3rd Saturday – FTL Beach Sweep Trash to Treasure Art Projects
- 4th Saturday – GFL at the Market Chef Tours and Cooking Demonstrations
  - Engage Beach Sweep Participants with Fruit Giveaway
- Plus Monthly Activities
  - January – Book Month / Storytime
  - February – Hearts & Crafts
  - March – Children's Art Show
  - April – Children's Eco Day
  - May – Bike Decorating / Mango
  - June – Caribbean Heritage
  - July – Hot Dog Days
  - August – Vintage Records





## FUNDING REQUEST \$19,650

The funds will be used for the opportunities that bring the most exposure for the BID, including the following

- At the Market with GFL, presented by MyFortLauderdaleBeach.com
- Photographer / Videographer; will provide photo rights to use on MyFTLB.com, or the \$4,500 allocated could be used to start musician earlier than May on the 1st Saturday of the Month
- Marketing & Printing ( Ex. Hotel/ Restaurant Handouts; Print Advertisement)
- Beach Sweep Participant Fresh Fruit Giveaways, courtesy of BID/MyFTLB

Additionally the Market Company will permit BID collateral material at TMC Information Booth and a 20% Discount Rack Booth Rate (\$75) for any business in the BID area who may like a space at the Saturday Market June – Sept, 2021, or earlier if provided the opportunity to expand. Limit 3 per week.



# MARKETING SUPPORT



**Onsite Photography & Videos**  
30 weeks / \$150 week / \$4,500  
Photos & Videos for social media to promote the market, activities and safety protocols being followed.



**Marketing / Printing**  
Approximately \$300 mo./\$2,100  
Local print ads and co-op; Print collateral to distribute to hotels, restaurants and other local businesses; additional safety signage



**Fresh Fruit Giveaway for Volunteers at the Fort Lauderdale Beach Sweep**  
approximately 500 volunteers/ month  
Will include a thank you tag from BID for keeping beaches clean. \$1,050.00





## AT THE MARKET with GFL – 8 Episodes

**Kate Reed and Phil Marro from 66 Productions, producers of the GFLFW Festival, presented by Visit Lauderdale and Brews at the Beach**

Experience the Las Olas Oceanside Park Market once a month with the Greater Fort Lauderdale Food & Wine Festival and a local chef. As we tour the market, you'll get a firsthand experience of how a chef envisions and brings a dish to life. The tour will culminate with our chef preparing the meal at the market and giving viewers tips for cooking with the ingredients available. **GFL Will Provide:**

- a host and film, edit and produce a monthly tour of the LOOP Market.
- coordination of chefs to participate; **preference given to FLL Beach chefs.**
- create an onsite Kitchen Station featuring 10x10 tent, tables, cooking equipment and stage decor
- fully edited, approx. 10 minute GFL at the Market episode and a :60 teaser video
- opportunity for partners/funder logo to be on screen at all times.
- opportunity to place a :30 commercial (provided) in full length video.
- full credits page at end of video that includes how viewers can connect with chef via the web and social media and organizers logos
- share video with Visit Lauderdale, MyFTLB and LOOP Market
- promote the episode via website, all social channels, and email marketing database of 125k opt-in subscribers.
- full rights to finished episode





# LAS OLAS OCEANSIDE PARK MARKET

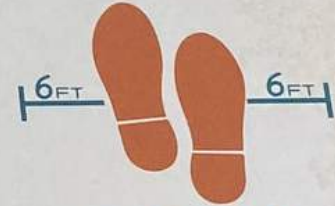
FARMERS | ANTIQUES | ARTISANS



## HELP MAINTAIN A SAFE ENVIROMENT



MASKS  
REQUIRED



MAINTAIN  
6' DISTANCE



SANITIZE  
OFTEN



HAVE A SEAT WHEN YOU EAT

Broward County E.O. 20-28  
Consumption of Food & Beverages while Seated Only.



LAS OLAS  
OCEANSIDE  
PARK MARKET

FARMERS | ANTIQUES | ARTISANS



*Saturdays*

9AM-4PM

  /OCEANSIDEPARKMARKET