



City of Fort Lauderdale
Fort Lauderdale Beach Open Spaces Activation Coordinator
RFP # 12369-505, Feb. 2020

GENERAL INFORMATION / INTENT

The City of Fort Lauderdale is soliciting requests for proposals (RFP) from qualified professional firms, hereinafter referred to as the Contractor, to provide management, coordination, and staffing to further the City's Parks and Recreation Department goal to activate four open space areas on the Barrier Island. The areas include Fort Lauderdale Beach Park, Oceanside Park, Las Olas Garage Amenity Deck, and the Intracoastal promenade south of the Las Olas Bridge.

The successful firm will have proven experience in managing, coordinating, and promoting special events, activating public and/or private areas for public enjoyment and securing sponsorships, working with governmental and non-governmental agencies and businesses, and marketing and promoting activities at the four sites. All programming must be approved in advance by the Director of Parks and Recreation or his/her designee PRIOR to advertising and marketing the event(s). Event type, days, hours, expected attendance, etc.

The City reserves the right to block out dates for City events throughout the year. These include but are not limited to July 4, the Saturday before Memorial Day, the Winterfest Boat Parade, typically held the 2nd Saturday of December, and the Holiday Lighting event, typically held two days prior to Thanksgiving.

SCOPE OF SERVICE

Task 1: Develop, Coordinate, and Promote Special Events, Including Sponsorships.

1. Develop, coordinate, and promote events at the four sites on the Barrier Island. Plan, coordinate and facilitate the proposed events with the City of Fort Lauderdale, Broward County, non-governmental agencies, and businesses as required.
2. Seek outside sponsors to provide free events.
3. Enhance, expand, and develop new marketing initiatives using a variety of media platforms.

Task 2: Activate the four open space areas with various entertainment/activities to maximize the use of the areas.

1. Enhance and expand current marketing efforts initiated by the Business Improvement District, Convention & Visitors Bureau, City of Fort Lauderdale, and Chamber of Commerce.
2. Provide a variety of proposed events at each of the four locations to satisfy the entertainment and recreational needs of various constituents. Events should include a mix of free events and may include but are not limited to free concert series, farmers markets, running events, triathlons, festivals, and other events and activities promoting the City and these amenities.

Task 3: Execute Work Program

1. Implement activation initiatives as recommended by the Parks and Recreation Director or his/her designated representative.
2. Provide a tentative schedule for activation once the contract is approved

EVENTS & PROGRAMMING

The following is an overview of events produced and hosted at Las Olas Oceanside Park during the first three (3) contract terms of the Fort Lauderdale Beach Open Spaces Coordinator Contract Feb 2021- Jan 2022; Feb 2022 – Jan 2023; Feb 2023 – Jan 2024

LEGACY EVENTS

FRIDAY NIGHT SOUND WAVES CONCERTS [2016 - present] Free to the Public

- 2021** Friday Night Sound Waves Concerts [Mar 19 – July 2; Oct.8 – Nov 19]
- 2022** Friday Night Sound Waves Concerts [Mar 18 – July 1; Oct 28 – Nov 10]
- 2023** Friday Night Sound Waves Concerts [April 21 – May 26]
- 2024** Friday Night Sound Waves Concerts [April 12 – May 31; Oct-Dec, TBD]

NEW EVENTS

2021 Fur the Love Pet Fest [Feb] [Fundraiser](#)

Spring Fling / Easter [April] [Free](#)

Movies by Moonlight [Monthly: June – Nov] [Free](#)

Pumpkins & Palm Trees Fall Festival [Oct] [Free](#)

The Amazing Hunt [Nov 7] [Fundraiser](#)

Aubre + Danielle IRL Tour [Nov 27] [Fundraiser](#)

Wonderland [Nov – Dec] Free

- Holiday Weekend Markets [Thurs – Sun; Nov 26 – Dec 31]
- Wonderland Holiday Movie Series [Dec 2, 9, 16] [Free](#)
- Holiday Concerts [Nov 26, Dec 2, 10, 17] [Free](#)
- Christmas Eve, Sinatra Style Concert [Dec 24] [Free / Paid](#)
- Peter Mayer, Christmas Day Concert [Dec 25] [Free / Paid](#)
- New Year's Eve Concert [Dec 31] [Free](#)

2022 2nd Annual Fur the Love Pet Fest [Feb] [Fundraiser](#)

Glow with the Flow Full Moon Yoga [Monthly; Feb – July] [Paid](#)

2nd Annual Spring Fling / Easter [Apr] [Free](#)

Short. Beach. Shakes [Apr] – in partnership with Grace Arts Studios [Free](#)

Broadway at the Beach [Apr] – in partnership with Broward Center Spotlights [Free](#)

ELEVATE: Family Health & Wellness Day [June] [Free](#)

2nd Annual Movies by Moonlight Dog Days if Summer [Monthly, July - Oct] [Free](#)

2nd Annual Pumpkins & Palm Trees Fall Festival [Oct] [Free](#)

Wonderland [Nov – Dec] Free

- Holiday Weekend Markets [Thurs – Sunday; Nov 25 – Jan 1] [Free](#)
- Wonderland Holiday Movie Series [Dec 2, 9, 16] [Free](#)
- Holiday Concerts [Nov 17 - Dec 15] [Free](#)
- 2nd Annual Christmas Eve, Sinatra Style Concert [Dec 24] [Free / Paid](#)



- 2023** All Shook Up: Tribute to Elvis Weekend [Jan 7 & 8] [Free / Paid](#)
3rd Annual Fur the Love Pet Fest [Feb] [Fundraiser](#)
3rd Annual Spring Fling [April] [Free](#)
3rd Annual Movies by Moonlight Dog Days of Summer [Monthly, June – Aug] [Free](#)
Caribbean American Heritage Month Celebration [Kickoff, June 2-4; Month of June] [Free](#)
3rd Annual Pumpkins & Palm Trees Fall Festival [Oct] [Free](#)
Hispanic Heritage Month Celebration [Every weekend; Sept 15 – October 15] [Free](#)
- Live music, dance, and art performances representing different Hispanic cultures hosted over four (4) weekends in conjunction with the weekend MKT at Las Olas Oceanside Park
- Festival of Classics [Nov 4 & 5] – [in partnership with Grace Arts Studios, Free](#)
Wonderland [Nov – Dec] Free
- Wonderland Rink [Nov 13 – Jan 1] [Fundraiser](#)
 - Holiday Weekend Markets [Thurs – Sunday; Nov 24 – Jan 1] [Free](#)
 - Music on the Main Concerts [Nov 17 - Dec 15] [Free](#)
 - Wonderland, Seasons Screenings [Nov 30, Dec 7, 14, 21] [Free](#)
 - 3rd Annual Christmas Eve, Sinatra Style Concert [Dec 24] [Free / Paid](#)

2024 [planned]

- 4th Annual Fur the Love Pet Fest [Feb] [Fundraiser](#)
4th Annual Spring Fling [April] [Free](#)
4th Annual Movies by Moonlight Dog Days of Summer [Monthly, June – Aug] [Free](#)
2nd Annual Caribbean American Heritage Month Celebration [Jun 1&2; Month of June] [Free](#)
4th Annual Pumpkins & Palm Trees Fall Festival [Oct] [Free](#)
2nd Annual Hispanic Heritage Month Celebration [Sept 15 – October 13]
- Wonderland [Nov – Dec] Free**
- 4th Annual Christmas Eve, Sinatra Style Concert [Dec 24] [Free / Paid](#)
 - Pending, New Year's Eve

NEW - OTHER PROGRAMMING

Oceanside Park Market

- opened with a sub-contracted management company in Nov 2019; closed in March 2020 (Covid); resumed in Nov 2020
- ongoing Every Saturday, year-round, Nov. 20 – present; Every Sunday: Oct. 22 - present
- assumed full in-house (LOOP) management of the Market in March 2023

LO/OP Fit Programming - ongoing since February 2021, low-cost, fee-based community programs

- 2021 – 10 classes per week; low-cost community workouts [Rooftop / LOOP]
- 2021 – FLIPANY KIDS CLUB – weekly, free in conjunction with FNSW Concerts [LOOP]
- 2022 – 8 classes per week; 3 pop-ups per month [Rooftop / LOOP]
- 2023 – 6 classes per week; 3 pop-ups per month; [Rooftop / LOOP]

Pixar Putt Mini-Golf [9 weeks; February – April]

- outside solicitation/activation, non-repeating



BRAND DEVELOPMENT

Highlights of Brand Creation
 post contract award August 2020, pre-contract term September 2020 – January 2021

Please refer to [Google Drive Folder](#) for all Back-Up Data

Sept 2020 LOGO Development – in folder
 Mission / Vision
 Wayfinding Signage
 Pillars of Engagement
 Audience Study

Oct 2020 - Jan 2021 Stakeholders Programming Survey – in folder
 Annual Programming Presentation – in folder
 Sponsor Deck Development – in folder

MARKETING & PUBLIC RELATIONS

ONLINE / DIGITAL MEDIA

Managed Dedicated Website: www.theloopflb.com 2023 traffic: 72,000 visitors

Managed Email Database: Opt-In Subscribers: 6,522 Open Rate: 51.18%; 9.38% over ind. avg.

Managed Social Media Channels

2023 Data

Channel	Followers	Visits	Reach
• Facebook: @ theloopflb	5,805	38,681	637,129
• Facebook: @ oceansideparkmarket	3,044	29,638	79,992
• Instagram: @ theloopflb	7,793	29,623	199,711
• Instagram: @ oceansideparkmarket	4,994	9,588	17,339
• Facebook: @ soundwavesflb	6,280	9,588	24,626
• Instagram: @ soundwavesflb	1,351	638	1,414

PUBLIC RELATIONS – full report in folder

Total Investment: Sept '21 – Dec '23: **\$84,000**

Total Media Value: Sept '21 – Dec '23: **\$27,446,441.46 (320% ROI)**

	Total Media Placements	Total Media Impressions	Total Media Value
Sept 21 – Dec '21	508	2,496,866,731	\$6,755,328.81
Jan '22 – Dec '22	937	2,134,786,813	\$13,488,976.80
Jan '23 – Dec '23	1,223	1,215,705,611	\$7,202,135.85

PRINT MEDIA – samples in folder

- Ongoing monthly full-page advertorial in Go Riverwalk Magazine, Feb 2021 – present
- Select Print media (newspapers) for seasonal events
- Print Collateral (flyers/posters) for local distribution



FINANCIAL OVERVIEW

ANNUAL CONTRACT SALARY

Fort Lauderdale Beach Open Space Coordinator Salary – 363% ROI

Feb 2021 – Jan 2022	\$105,000
Feb 2022 – Jan 2023	\$105,000
Feb 2023 – Jan 2024	\$105,000
Feb 2024 – Jan 2025	\$115,500

CONTRACT TOTAL PAID \$430,500

BBID GRANT

Grant Periods

Oct 2021 – Sept 2022	\$190,500	[67.26%] % Income
Oct 2022 – Sept 2023	\$175,000	[42.33%] % Operating
Oct 2023 – Sept 2024	\$175,000	[42.19%] % Estimated
Oct 2024 – Jan 2025 [Projected]	\$100,000	

BBID Grant Total \$640,500 211% ROI

SPONSOR / OTHER INCOME

Oct 2021 – Sept 2022 \$ 92,791.10

- Cumulative total of sponsors, ticket sales, vendor income, etc.

Oct 2022 – Sept 2023 \$ 282,692.35

- Market Vendor Income 10/22 - 3/23 \$42,125.92
- Market Vendor Income 3/23 - 9/23 \$134,884.43
- Pixar Putt \$77,982.00
- Cumulative total of sponsors ticket sales, micro-sponsors \$27,700.00

Oct 2023 – Sept 2024 [Estimated] \$414,768.89

- Market Vendor Income 10/23 - 12/23 \$ 240,000.00
- Sponsors \$ 50,000.00
- Ticket Sales, Christmas Eve \$ 2,819.29
- Ticket Sales, Rink \$121,949.60

Oct 2024 – Jan 2025 [Projected] \$133,000.00

- Market Vendor Income 2/24 – 1/25 \$ 100,000
- Sponsors \$ 20,000
- Ticket Sales, Christmas Eve \$ 3,000
- Other Income \$ 10,000

OTHER INCOME TOTAL \$ 923,252.34

TOTAL FUNDS RAISED \$ 1,563,752.34



FINANCIAL OVERVIEW 22.23 Fiscal Year

FISCAL 22.23 INCOME [Oct 2022 – Sept 2023] \$457,692.35, exc. FLBOSC salary
FISCAL 22.23 EXPENSE [Oct 2022 – Sept 2023] **\$413,435.97**; \$15,953.15 Reserves

<ul style="list-style-type: none"> • Staff Salary (25.32%) ○ Malcolm, Market & Events Manager ○ Jenna, Events & Community Relations ○ Scott, Event Support • Public Relations / Web / Email (8.76%) ○ PR Services, Duree & Company ○ Website / Email Subscription Hosting ○ Printing (Markets, Signs, Flyers) • Event Production (61.56%) ○ October 2022 <ul style="list-style-type: none"> ▪ Pumpkins & Palm Trees ▪ FNSW, Oct 28 ○ November 2022 <ul style="list-style-type: none"> ▪ FNSW, Nov 18 - 25 ○ December 2022 <ul style="list-style-type: none"> ▪ Wonderland Concerts, Movies ▪ Christmas Eve Concert ○ January 2023 <ul style="list-style-type: none"> ▪ Elvis Weekend ○ February <ul style="list-style-type: none"> ▪ Fur the Love Pet Fest ○ March 2023 <ul style="list-style-type: none"> ▪ St Patrick's Day Street Stripe ○ April 2023 <ul style="list-style-type: none"> ▪ Spring Fling ▪ Jazz Appreciation Mo. ▪ FNSW, Apr 21, 28 ○ May 2023 <ul style="list-style-type: none"> ▪ FNSW, May 5 – 26 ○ June 2023 <ul style="list-style-type: none"> ▪ CAHM Weekend/ Month ▪ Movies by Moonlight ○ July 2023 <ul style="list-style-type: none"> ▪ Movies by Moonlight ○ August 2023 <ul style="list-style-type: none"> ▪ Movies by Moonlight ○ September 2023 <ul style="list-style-type: none"> ▪ Hispanic Heritage Mo. 9.15-30 • Misc. Supplies (.087%) ○ Maintenance Supplies, Lights, New Chairs, Speakers, Etc. 	<table border="0"> <tbody> <tr> <td>\$115,875.19</td> <td>\$167,000 23/24 Fiscal</td> </tr> <tr> <td>\$65,760.00</td> <td>\$78,000</td> </tr> <tr> <td>\$32,074.69</td> <td>\$61,000</td> </tr> <tr> <td>\$18,040.50</td> <td>\$28,000</td> </tr> <tr> <td>\$40,108.78</td> <td></td> </tr> <tr> <td>\$37,800.00</td> <td></td> </tr> <tr> <td>\$1,676.00</td> <td></td> </tr> <tr> <td>\$632.78</td> <td></td> </tr> <tr> <td>\$281,764.71</td> <td>\$175,000</td> </tr> <tr> <td>Total Cost</td> <td>BBID Fiscal 22.23</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>\$11,802.94</td> <td>\$0.00</td> </tr> <tr> <td>\$5,887.96</td> <td>\$0.00</td> </tr> <tr> <td>\$21,782.00</td> <td>\$17,162.89</td> </tr> <tr> <td>\$47,620.97</td> <td>\$40,000.30</td> </tr> <tr> <td>\$46,972.35</td> <td>\$39,652.95</td> </tr> <tr> <td>\$33,624.02</td> <td>\$8,214.52</td> </tr> <tr> <td>\$2,500.00</td> <td>\$0.00</td> </tr> <tr> <td>\$13,793.90</td> <td>\$5,000.00</td> </tr> <tr> <td>\$2,008.74</td> <td>\$1,818.74</td> </tr> <tr> <td>\$10,295.00</td> <td>\$8,100.00</td> </tr> <tr> <td>\$15,800.00</td> <td>\$15,800.00</td> </tr> <tr> <td>\$45,985.41</td> <td>\$25,765.83</td> </tr> <tr> <td>\$1,814.00</td> <td>\$1,764.00</td> </tr> <tr> <td>\$1,802.00</td> <td>\$1,749.00</td> </tr> <tr> <td>\$1774.22</td> <td>\$1,724.22</td> </tr> <tr> <td>\$14,328.68</td> <td>\$10,011.55</td> </tr> <tr> <td>\$3,990.52</td> <td></td> </tr> </tbody> </table>	\$115,875.19	\$167,000 23/24 Fiscal	\$65,760.00	\$78,000	\$32,074.69	\$61,000	\$18,040.50	\$28,000	\$40,108.78		\$37,800.00		\$1,676.00		\$632.78		\$281,764.71	\$175,000	Total Cost	BBID Fiscal 22.23			\$11,802.94	\$0.00	\$5,887.96	\$0.00	\$21,782.00	\$17,162.89	\$47,620.97	\$40,000.30	\$46,972.35	\$39,652.95	\$33,624.02	\$8,214.52	\$2,500.00	\$0.00	\$13,793.90	\$5,000.00	\$2,008.74	\$1,818.74	\$10,295.00	\$8,100.00	\$15,800.00	\$15,800.00	\$45,985.41	\$25,765.83	\$1,814.00	\$1,764.00	\$1,802.00	\$1,749.00	\$1774.22	\$1,724.22	\$14,328.68	\$10,011.55	\$3,990.52	
\$115,875.19	\$167,000 23/24 Fiscal																																																								
\$65,760.00	\$78,000																																																								
\$32,074.69	\$61,000																																																								
\$18,040.50	\$28,000																																																								
\$40,108.78																																																									
\$37,800.00																																																									
\$1,676.00																																																									
\$632.78																																																									
\$281,764.71	\$175,000																																																								
Total Cost	BBID Fiscal 22.23																																																								
\$11,802.94	\$0.00																																																								
\$5,887.96	\$0.00																																																								
\$21,782.00	\$17,162.89																																																								
\$47,620.97	\$40,000.30																																																								
\$46,972.35	\$39,652.95																																																								
\$33,624.02	\$8,214.52																																																								
\$2,500.00	\$0.00																																																								
\$13,793.90	\$5,000.00																																																								
\$2,008.74	\$1,818.74																																																								
\$10,295.00	\$8,100.00																																																								
\$15,800.00	\$15,800.00																																																								
\$45,985.41	\$25,765.83																																																								
\$1,814.00	\$1,764.00																																																								
\$1,802.00	\$1,749.00																																																								
\$1774.22	\$1,724.22																																																								
\$14,328.68	\$10,011.55																																																								
\$3,990.52																																																									