

2025



LAS OLAS ASSOCIATION

MEMBERSHIP PACKAGE

WE'RE HAPPY YOU'RE HERE

WELCOME

to the Las Olas Association



Hey there!

MY NAME'S MARIA AND I'M THE EXECUTIVE DIRECTOR OF THE LAS OLAS ASSOCIATION. I'M HERE AS A RESOURCE FOR YOUR MEMBERSHIP!

The Association's mission is to support and promote Las Olas Boulevard as a prime international location for shopping, dining, arts and entertainment, and luxury living.

We're a place for many to call home, whether it's full-time or for a short stay. Las Olas Boulevard is the place to eat, shop, enjoy, and live!

Our goal is to deliver quality content, messaging, and events to attract the residents and visitors of South Florida to our beautiful Las Olas Boulevard.

Let's get started!

LAS OLAS ASSOCIATION

The Las Olas Association has maintained a recognized level of leadership in the community for more than 61 years, bringing world-class events and thousands of visitors to Downtown Fort Lauderdale year-round.

Our mission is to support and promote Las Olas Boulevard as a prime international location for shopping, dining, arts and entertainment, and luxury living. We are a non-profit membership organization comprised of business owners, property owners, and residents, incorporating community and faith-based leaders.

Las Olas Boulevard is a "must-visit destination" with over three dozen cafes, coffee shops, and restaurants, offering indoor and outdoor dining. We have more than 75 specialty retail shops, including world-class art galleries, museums, beauty salons and spas, jewelry stores, unique boutiques, international banking, postal services, and a grocery store and pharmacy, too!

We're a place for many to call home, whether it's full-time or for a short stay at one of our many luxury hotels or residential buildings. Las Olas Boulevard is the place to eat, shop, enjoy, and live!

We are in the heart of Fort Lauderdale and only a few short miles away from South Florida's favorite major destinations.

- Less than 4 miles from Port Everglades with a large community of international cruise lines
- Just 5 miles north of Hollywood/Fort Lauderdale International Airport
- 1 mile from the beach – walk, bike, or take a Freebie (free ride share)!
- Less than 25 minutes from Amerant Bank Arena, home of the Florida Panthers
- Less than 30 minutes away from the Seminole Hard Rock Hotel & Casino

MEMBERSHIP LEVELS

We are dedicated to supporting businesses on Las Olas Boulevard by inviting residents and visitors of South Florida to eat, shop, enjoy, live, and stay. Our Memberships were built with every business in mind to expand our community and share what makes Las Olas Boulevard what it is today. Members must be within the Boundaries as outlined in the By-Laws.

General Membership

Members are accessible to the public (other than employees) without invitation or pre-arranged appointment. Members at the General level are engaged in a licensed retail business, service, or profession near or on Las Olas Boulevard. Members have the right to vote on items promoted through the Board of Directors on issues relevant to the Membership as a whole. Members are invited to and noticed of all General Membership meetings.

Associate Membership

Members at the Associate Membership Level require appointments for service, tickets for events on or off the boulevard, and community organizations, including professional service organizations, the medical community, service providers, marketing companies, and financial services companies. Members have the right to vote on items promoted through the Board of Directors on issues relevant to the Membership as a whole. Members are invited to and noticed of all General Membership meetings.

Partner Membership

Members are Residential Communities/Community Associations (Condominiums and Rental Complexes). Membership at the Partner level may be considered if the applicant is either within or outside of the Boundaries as outlined in the by-laws. Members provide and/or promote goods or services to the merchants and residents of Las Olas Boulevard. This level strictly acts as an Advisor to the Board and has no voting rights.

THE PERKS OF MEMBERSHIP

WE ARE HERE TO SUPPORT AND PROMOTE YOUR BUSINESS USING VISUALS THAT CAPTIVATE THE ESSENCE OF YOUR BRAND.

Your Google Drive will serve as a central hub for all marketing materials. This is where you'll upload your own high-resolution content you wish to be featured on our marketing channels.



The Big Three



LAS OLAS BOULEVARD WEBSITE

The Association maintains the content & search engine optimization (SEO) visible to thousands of visitors per month throughout the year. Our distinguished website remains to be a top-notch resource to residents and visitors alike.

Custom Landing Page | Customize your landing page with information about your business including a bio, description, hours of operation, links to your website, contact information, and more. You can update as necessary, subject to approval.

Event Listings | [Add events to our calendar](#) for all residents and visitors to see!

A La Carte:

Digital Banner Ads |

Advertise your brand on LasOlasBoulevard.com with captivating banner ads placed throughout the website. Ads may link to a destination of your choosing and include 3-4 sizes and locations. Banner ads run for one month.

The Big Three



SOCIAL MEDIA PRESENCE

Our Instagram and Facebook pages receive local and worldwide attention, and thousands of views daily. Our pages receive new followers every day exceeding 22,000 followers on Instagram and 27,000 followers on Facebook.

Posts & Stories | Receive up to 6 posts annually dedicated to promoting your business. Images and/or videos must be print-ready with a one-week notice before the publication date. Images should not be screenshots or text-heavy. We will share your content and re-post stories tagged with @LasOlasBlvd.

Events | Promote your events on Facebook Calendar. Tag @LasOlasBlvd and send an email with information to the Executive Director with a one-week notice before the publication date.

A La Carte:

Content Collection |

Schedule a day with the Executive Director to gather marketing content. This includes photos & videos for both you and the Association to use. The final product (published material) is not included.

Custom Reels |

The Executive Director will film videos and create a reel for Instagram and Facebook promoting your business. You will be invited to be a collaborator on Instagram.

Social Media Blast |

Collaborate on a custom campaign including 3 consecutive posts (including static, reels, and/or carousels) to gain more visibility on our social media pages. You will be invited to be a collaborator on Instagram. These are not counted towards the allotted 6 posts.

Members are limited to 2** “blasts” per year.

** subject to change

The Big Three



MONTHLY NEWSLETTERS

The Las Olas Association has over 9,000 opt-in email subscribers. The Association keeps our guests informed of upcoming events and relevant news with thumb-stopping newsletters that keep our readers engaged. [Subscribe here!](#)

Event Newsletters | Sent on the last Thursday of the month, we inform our guests of many upcoming events on Las Olas Boulevard. To be included, your content should include photos, a brief description, and links to RSVP. Photos should not exceed 1200px. All information must be print-ready and sent to the Executive Director with a one-week's notice before the deployment date.

A La Carte:

Exclusive E-Blast |

Receive a dedicated E-Blast exclusive to your business, event, or promotion. This is a great way to remind our audience of the offerings by being the sole contributor to the content. Members are allowed up to 3** exclusive e-blasts per year.

** subject to change

Additional Benefits



KEEPING THE BOULEVARD BEAUTIFUL

Las Olas Association celebrates the community with thoughtfully designed flags that wave throughout the boulevard. Our lights shine throughout the boulevard with colors specially chosen for what's happening in town.

Flag Wave on Las Olas |

Wave thoughtfully designed flags to celebrate your brand, event, organization, or charity. Flags are displayed for an entire month from SE 6th Avenue to SE 11th Avenue. All flags must include co-branding with the Las Olas Association and be pre-approved by the Association before printing.

Additional Benefits



LAS OLAS BOULEVARD & ISLES MAGAZINE

Over 12,000 copies are delivered to every home in Downtown, East Las Olas Boulevard and Las Olas Isles corridor. Every publication comes with social media promotion and is featured on our website.

Member Discount | Reach the residents and seasonal visitors of Fort Lauderdale with a tailored ad in the Las Olas Association's official magazine. Members receive special rates for all ad sizes and frequency.



COMMUNITY OUTREACH & NETWORKING

We often host fun-filled mixers, social hours, and other opportunities to meet the community and showcase our Members' businesses.

Networking Events | Attend or host our quarterly mixers! Sponsors may provide food and/or drinks, or introduce an interactive experience for Members and guests to enjoy. Sponsors' logos will be included in all promotions for the event. All Boulevard tenants are invited.

Christmas on Las Olas | Tuesday, December 2nd, 2025

Join as a vendor for the largest *free* family event in Fort Lauderdale!

Purchase includes a 10x10' white booth, a 6' table, and 2 chairs. Vendors are listed on our website during event promotion. Sponsorships are available and include a 3 month digital marketing package.

Las Olas Wine & Food Festival | Friday, April 25th, 2025

Join as a food vendor at our Wine & Food festival highlighting cuisines from around the world! There is no fee to join, but restaurants are encouraged to provide bite-sized samples for all attendees.



GOVERNMENT RELATIONS

Las Olas Association is a governmental relations resource and shares information regarding public issues that affect business operations, community updates, and local activities. We will forward information that the local government finds pertinent to our community.