



Board Meeting Tuesday Feb 12, 2019

9am / Las Olas Capital Advisors

Agenda

Call to order/Attendance

Welcome New Board – collection of Board Commitment Forms

Election of Executive Board

Consent Agenda – Minutes, Treasurers' Report, ED Report

Committee Reports

- Magazine Committee – Caroline Carrara
- COLO Committee – Luke Moorman

Old Business –

- Downtown Coalition - April, Charlie
- American Flag Purchase for Summer Décor -discussion/vote

New Business –

- LOA Fiscal Re-Cap – Submitted by LOA Accountant (attached)
- New Member Application – Colee Hammock
- Fort Lauderdale Fashion Week Request of LOA ED Time

Next Meeting and dates to remember:

February Coffee Talk 26, 2019

March 2-3, 2019 – Las Olas Art Fair

March 5, 2019 – Fat Tuesday (Mardi Gras Week)

March 12, 2019 LOA Board Meeting

March 16, 2019 St. Patricks Day Parade

April 5, 2019 Las Olas Wine and Food Festival

Adjourn

Consent Agenda Feb 12, 2019

1. Minutes from Jan 8, 2019 Board meeting
Minutes from Jan 15 – Membership Meeting
2. Treasurer's Report – current balance as of 2/9/19
\$ 70,575.19
– 2019 YTD P & L attached
-Jan 2018 reconcile available upon request from Caroline Carrara, Treasurer
3. Executive Director's Report – *attached*

MINUTES – CORRECTED 1-9-19

Las Olas Association Board Meeting

December 11, 2018

Gran Forno Pronto, 704 East Las Olas Boulevard

Board Members Present: Erika Del Rio, Stan Eichelbaum, Alice Harry, Luke Moorman, Vann Padgett, Adam Robin, Stacy Ritter, Bill Renaud, and Jodi Tanner

Absent: Caroline Carrara, April Kirk, Charlie Ladd

Staff Present: Amber VanBuren

CALL TO ORDER: The meeting was called to order by Board President, Luke Moorman, at 9:20 am.

CONSENT AGENDA: Amber VanBuren corrected the date of the Las Olas Wine and Food Festival on the Executive Directors report to reflect April 5, 2019 instead of Nov 5, 2019.

The following motion was made by Jodi Tanner and seconded by Stacy Ritter to accept the Consent Agenda as presented to include the Minutes of the Nov 13, 2018 Board Meeting, the Treasurers' Report, and the Executive Director's Report.

COMMITTEE REPORTS: The following Committees presented reports –

MAGAZINE COMMITTEE – Caroline Carrara was absent so there was no official report. Amber gave a summary of content and showed all the magazine on LasOlasBoulevard.com. No issues with this edition other than a box of magazine left on the ground outside of Timpano reported by Alice Harry. Erika Del Rio mentioned she does not get a copy at Gran Forno Pronto and would like to.

CHRISTMAS ON LAS OLAS COMMITTEE – Luke Moorman shared that Christmas on Las Olas was a great success!! Luke spoke about the state ABT Office citing the Association for violating the 123 Permit rules. Moving forward, Christmas on Las Olas and the Association must change how we operate bars under 123 permits. All restaurants are not allowed extension of premises for alcohol service when LOA pulls 123 permit, AND LOA may NOT employ restaurant staff to operate bars. Adam Robin commented that he and all other restaurants were cited as well and they would never again be able to sell alcohol in the street or would risk a fine and jail time. LOA must purchase alcohol and claim all revenue with state (pay FLA sales tax). This was an extended discussion about additional work and liability for the Association and specifically the Executive Director for the coming year. It was agreed there would be more conversation moving forward.

Vann suggested vendor parking at the Las Olas Company garage for Christmas on Las Olas.

MARKETING COMMITTEE – April Kirk announced last month the Marketing Committee was not meeting again until Jan 2019.

MEMBERSHIP COMMITTEE – Bill Renaud read a formal report attached to these minutes. Bill announced he would not be running for the Board in 2019 and that the non-participants they met with felt the board was stagnant and needed to change.

OLD BUSINESS: The following item was presented for discussion –

Candidates for 2019 Ballot: Adam Robin reported the following list of candidates:

Jason Steele – Big City Tavern

William Walker – Water Taxi

Josh Purfit – El Camino

Noel Cullen – The Balcony

Mike Weymouth – The Las Olas Company

Tom Maus – Maus & Hoffman

Amber reported the current board members Erika Del Rio, Caroline Carrara, and Charlie Ladd would be running for their seats as well bringing the total candidates to 9 with 5 seats available.

Amber to send final ballot for review with bios to Board within the week and then membership.

NEW BUSINESS:

Downtown Coalition – Amber reminded the group of an action item in her ED report to discuss and review the NEW advocacy/lobby group identified as “The Downtown Coalition”. LOA Legal Counsel Josh Brandsdorfer advised that LOA is not set up to sign on to any lobby group without formally voting to do so. LOA Board Members April Kirk and Charlie Ladd are attending their meeting this morning which was held at the same time as LOA Board meeting. This item will be placed on Jan 8 LOA Board for further discussion and input from April and Charlie.

Budget Review – LOA will need to take a hard look at 2019 budget and operations costs. New funding sources need to be identified to maintain current level of operations or LOA will need to reduce level of service in 2019.

Executive Director Review – Amber is asked to leave the room while the group discusses retention, possible bonus, raise – and ED pay structure for 2019. Upon return, Amber was presented with end of year bonus and 10% increase in pay with a future conversation about pay structure to include HER input.

IMPORTANT DATES:

Amber on vacation Dec 21- Jan 1, 2019

Jan 5-6, 2019 Las Olas Art Fair

Jan 8, 2019 LOA Board Meeting – Finalized Ballot, Finalized Budget proposal for 2019 at Las Olas Capital Advisors 9am

Jan 15, 2019 LOA Membership Meeting, Board Elections at Stranahan House 8:30am -10am
(Berger Singerman counting ballots)

Jan 22, 2019 – 9am Public Coffee Talk with Luke Moorman at Floridian

OTHER ITEMS: Bill Renaud handed out stocking stuffers of Kilwin’s chocolate for everyone. Gran Forno Pronto served a lovely breakfast to order for those who chose to partake.

MEETING ADJOURNED at 10:27am

Respectfully submitted by Amber Van Buren,
Las Olas Association Executive Director

MINUTES

Las Olas Association Board Meeting

January 8, 2019

Las Olas Capital Advisors, 888 E Las Olas Blvd #200, Fort Lauderdale, FL 33301

Board Members Present: Caroline Carrara, Stan Eichelbaum, Alice Harry, April Kirk, Charlie Ladd, Luke Moorman, Vann Padgett, Bill Renaud, Stacy Ritter, and Adam Robin.

Staff Present: Amber VanBuren

Legal Counsel Present: Josh Brandsdorfer, Berger Singerman

CALL TO ORDER: The Las Olas Association Board Meeting was called to order at 9:03 am by President Luke Moorman.

President Luke Moorman began the meeting by acknowledging those Board Members who will not be returning to the LOA Board and thanked them for their service.

CONSENT AGENDA: The following motion was made by Vann Padgett and seconded by Stacy Ritter: **Accept the LOA Consent Agenda as presented including the Minutes, Treasurer's Report, and Executive Director's Report.** Motion Passed.

COMMITTEE REPORTS:

MAGAZINE COMMITTEE: Caroline Carrara reported that the committee is more organized with an outline of editorial calendar ideas. The February/March deadline in January 18th. The overall theme for the upcoming issues is Valentine's Day, food, and wine. Bill Renaud will be the CEO profile written by Jennifer Nayak. There were problems with the printer for the last issue.

COLO COMMITTEE: Luke Moorman reported that there was closer scrutiny and oversight by the Division of Alcohol, Tobacco, and Firearms (ATF) over alcohol sales on the Boulevard as part of the event and through businesses on Las Olas. This will create new parameters for the future of the event and impact the future alcohol sponsorship. This will impact the dynamics of the event and how alcohol can be sold during COLO.

MARKETING COMMITTEE: April Kirk reported that she would like to discuss the future of the Marketing Committee after a new Board is elected. It is her recommendation that the Marketing Committee only meet quarterly to review proposals but not take on new financial obligations. The Committee can still oversee Las Olas Locals and the Concierge Event but there should be a focus on Membership and bringing money into the Association instead of pushing money outward. There was a discussion on how to generate revenue to replace the \$20,000 lost in advertising revenue.

MEMBERSHIP COMMITTEE: Bill Renaud reported that the committee hasn't met since their last meeting. There was a discussion about raising the Membership Fees for 2020. Luke will present the topic at the upcoming Membership Meeting next week. The new LOA Board can make the final determination on the cost of 2020 dues.

OLD BUSINESS:

FINAL BALLOT FOR 2019: The final ballot for 2019 was approved and distributed to Membership for review. The Membership Meeting on January 15, 2019 is mandatory but if a Member cannot attend or send a proxy, they can vote by email before 5pm on January 14th. Only one person from a Member organization can vote.

DOWNTOWN COALITION: Charlie Ladd shared that this is a group created in October or November by the DDA and Riverwalk and brought together represents within downtown including museums, Property Owners of Las Olas (POLO), the Chamber, and others to lobby and market downtown focused topics. The Las Olas Association was invited to participate.

There was a discussion on how much the Association can participate if the purpose of the group is to lobby. The group has already included LOA on communications to the City Commission which they were not given approval for. There was concern by Stan Eichelbaum on excluding residents from the conversation about the downtown.

It was agreed that it is important to be at the table and a part of the conversation. Charlie Ladd and April Kirk expressed that they are both already representing other groups at the Coalition and LOA should pick a representative. There was discussion and concern over how this was being funded and if LOA would be asked to pay dues to participate. Luke Moorman stated that we need to see their By-Laws and organizational structure to better make a decision on how we wish to participate. Josh Brandsdorfer agreed with Luke and shared that we should review the mission, By-Laws, voting procedures, as well as have a clear understanding of how LOA can “opt-out” of items it does not want to advocate for.

EXECUTIVE DIRECTOR’S CONTRACT: Amber Van Buren shared that it was discussed that she would meet with Caroline Carrara and Jodi Tanner to review a payment structure and contract. The group hasn’t met yet due to the holidays.

NEW BUSINESS:

LIFT STATION ON 8TH AVENUE: Charlie Ladd asked Amber Van Buren to send the City a letter regarding the lift station at 8th Avenue. It is requested that they move the staging off the street and open it back up to traffic.

ART & DINE: Evan Snow and Andrew Martineau solicited LOA to support Art & Dine as part of the 2019 Art FTL. It was discussed that the request came in very short notice and it is not something that the Association doesn’t normally do. They are welcome to solicit restaurants on their own and we can send a communication to our Members to get in touch with them directly. There was a discussion on needing to look at the event closer to see if we wish to get involved and if so, these conversations should begin in the summer.

NEXT MEETING DATES TO REMEMBER:

MEMBERSHIP MEETING: January 15, 2019 at the Historic Stranahan House Museum

COFFEE TALK WITH LUKE MOORMAN: January 22, 2019 at the Floridian

LAS OLAS WINE AND FOOD FESTIVAL: April 5, 2019

Respectfully submitted by:
April Kirk, Las Olas Association Secretary

MINUTES

Las Olas Association Membership Meeting

January 15, 2019 | 8:30am coffee and lite bites, 9 – 10am meeting

Historic Stranahan House Museum, 335 SE 6th Avenue, Fort Lauderdale, Florida 33301

CALL TO ORDER: The Las Olas Association Membership Meeting was called to order at 8:55 am by President Luke Moorman.

INTRODUCTION OF MEMBERS & Guests:

Officer Aiden Finnergty, FLPD

Vice Mayor Ben Sorensen, City of Fort Lauderdale District 4 Commissioner

Luke Moorman, owner, Carroll's Jewelers – Current LOA Board President

Stacy Ritter, President/CEO, Greater Fort Lauderdale Convention & Visitors Bureau – current LOA Board Member

Andrea Arandia, owner, 1+1 Media, Inc. – LOA Social Media Specialist

Amber VanBuren, LOA Executive Director

Josh Brandsdorfer, PA, Berger singerman

Jon O'Neil – GM, The Balcony

Noel Cullen, owner, The Balcony

Jody Tanner, owner, Las Olas Capital Advisors – current LOA Board Member

Jason Steele, GM, Big City Tavern – candidate for LOA Board

Charlie Ladd, owner Barron Real Estate – candidate for LOA Board

Josh Perfit, GM El Camino – candidate for LOA Board

April Kirk, ED Stranahan House – current LOA Board Member, LOA Secretary

Ed Hickey, Managing Director– Aventus Capital Advisors at Ameriprise Financial

Tricia Luther, Director of Programs RAPB + GFLR

Erika DelRio, GM, Gran Forno Pronto

Tom Maus, Owner, Maus and Hoffman – candidate for LOA Board

George Mihaiu, owner, Fort Lauderdale Media Associates – Publisher Las Olas Boulevard & Isles Magazine

Ann Mihaiu, owner, Fort Lauderdale Media Associates – Publisher Las Olas Boulevard & Isles Magazine

Korin Castro, Marketing Manager, Adaigo Fort Lauderdale/One Sotheby's International Realty

Bill Walker, owner, Fort Lauderdale Water Taxi – candidate for LOA Board

Jennifer Becker, PR Rep for Macken Companies, Content Contributor & Committee Member for LOBI Magazine

Chris Hearting, owner, Cycle Party, CP Tours

Tammy Pierro, GM, The Floridian

Winnie Gebhard, owner, Sky Thai Sushi

Rob Gebhard, owner, Sky Thai Sushi

Janet Langfur, Group Sale Manager, Fort Lauderdale Water Taxi

Bill Renaud, owner, Kilwins Las Olas - immediate Past LOA Board Member

Tara Pezek, Tuscan Prime

Jon Hirsch, owner, Exotics on Las Olas, LLC

Floyd Raglin, owner, Exotics on Las Olas, LLC

Linda Brown, owner, Linda Brown Events Inc.

Anna Sagliano, Catering & Marketing Manager, Tuscan Prime

Vann Padgett, VP The Las Olas Co. , immediate Past LOA Board Member

Luci Figini, Rest & Renewl Mattress Gallery, City Furniture

Bill Condon, Elder, First Presbyterian Church

Sonia Terboss, owner, SpaJuiceBar

Mike Weymouth, Pres. Las Olas Co. – candidate for LOA Board

Caroline Carrara, VP EWM Realty International as Olas – candidate for LOA Board

Adam Robin, GM, Louie Bossi – current LOA Board Member

Alice Harry, Group Sales, Timpano Italian Chophouse – current LOA Board Member

Chrissy Cohen, Executive Director American Lung Association

PRESIDENT'S WELCOME: President Luke Moorman began the meeting by acknowledging the Historic Stranahan House Museum staff for hosting the meeting. Luke asked the attendees to take a moment to remember Kevin Lane, Las Olas Association's Publicist, who passed away last fall.

POLICE AND SAFETY UPDATE: Police Officer Aiden Finnegan shared the December Police report which spanned the area from Andrews to 1700 East Las Olas and Broward Boulevard to the New River. Officer Finnegan stressed the importance of having updated Trespass Affidavit so that that police can remove trespassers.

The removal of the homeless camp at the Main Library has resulted in less homeless individuals congregating on Las Olas. Luke Moorman did remind the group that if they are experiencing issues (especially non-emergency ones), it is important to call police non-emergency to document the cases.

VICE MAYOR BEN SORENSEN: Luke introduced Vice Mayor Ben Sorensen, City of Fort Lauderdale Commissioner representing District IV (which encompasses most of the Association). Vice Mayor Sorensen shared his vision for the City with a focus on downtown Fort Lauderdale. He welcomed everyone to contact him with any questions and concerns anytime.

The Las Olas Working Group will meet on January 24th and there will be a discussion regarding scooters on February 5th. The Vice Mayor recognized Amber Van Buren for all her hard work on behalf of the Association and all the businesses in downtown Fort Lauderdale.

INTRODUCTION OF BOARD CANDIDATES: Luke Moorman introduced the current Las Olas Association Board Candidates –

Caroline Carrara, VP at EWM Realty International – current LOA Treasurer
Noel Cullen, Owner of The Balcony Restaurants
Erika Del Rio, General Manager at Gran Forno Pronto – current Board Member
Charlie Ladd, Owner of Barron Leasing Co. – current Board Member
Tom Maus, Owner of Maus and Hoffman
Josh Perfit, General Manager at El Camino
Jason Steele, General Manager at Big City Tavern
Mike Weymouth, President of The Las Olas Company
William Walker, Owner of Water Taxi

The floor was open so the Membership can ask questions of the Candidates.

The ballots were collected by LOA Legal Counsel Josh Brandsdorfer to be counted in the Stranahan House Administrative offices.

EXECUTIVE DIRECTOR'S REPORT:

Amber reported that since her arrival to Las Olas in 2013, LOA has made significant progress in enhancing existing programs and adding new promotional resources, events, and platforms.

In her 5+ years, LOA has sent more than 270 Eblasts, increased email list by 3000, re-designed LasOlasBoulevard.com, quadrupled social media reach, partnered to start LOBI Magazine, reinstituted American Flag décor, re-designed & expanded Map & Guides size and distribution, added annual Concierge Event, created Las Olas Locals Summer Promo, added monthly coffee talk meetings, and added another outstanding signature event.

Amber reported that the number one goal of the Las Olas Association is to drive traffic to Las Olas Boulevard. All the above mentioned does exactly that and is proven by digital data and sales receipts! Amber referred to GFLCVB report and will share the with the group via email.

Amber also noted that Las Olas demographics have seen a significant shift in age groups to 25 years younger generation. The addition of new residential members and the pending construction of coming residential units/members have yielded record setting growth in the downtown which is being accompanied by concerns of construction, traffic, and mobility issues in the downtown corridor.

Amber share there are multiple groups/stakeholders in the downtown seeking to protect their interests and LOA is sitting at all tables representing the businesses. 2019-2020 are planning times for the future of Las Olas and Fort Lauderdale downtown corridor.

TREASURER'S REPORT: Caroline Carrara reviewed the 2019 Budget. Last year we broke even and the year prior we had a surplus. In the past 5 years we have maintained a balanced budget.

Changes for the future include –

The Las Olas Association will no longer take care of the light maintenance on the Boulevard. The funding came through a grant which is no longer available. Right now the Association's funds need to focus on other areas so the lights will be removed until funding is available in the future to replace and maintain.

There was a discussion about increasing Membership dues in 2020. More information will be discussed in the future.

There was also a discussion about where else can funds be generated if the expected income cannot be secured. There is currently a 20% buffer in reserve.

The following motion was made by Caroline Carrara and seconded by Bill Renaud: **Accept the 2019 LOA Budget as presented.** Motion Passed.

LAS OLAS WINE AND FOOD FESTIVAL: Amber Van Buren introduced Chrissy Cohen, the new Executive Director with the American Lung Association who produces the Las Olas Wine and Food Festival. The Lung Association has more than a 20 year history with the Las Olas Association. The event continues to sell out with 50 restaurants, 200 beer, wine, and spirits, and 2,500 guests. All event proceeds go to the mission of creating a world free of lung cancer.

PUBLICITY UPDATE: Andrea Arandia of 1 + 1 Media shared the Social Media reach for the past year including the success of the #MyLasOlasCampaign. There have been almost 1,500 organic posts – no bots or external sources. Most new users are local residents and there has been an increase of 2,000 Facebook likes and 2,000 Instagram likes. Amber Van Buren's promotional efforts have reached half a million people.

Jodi Tanner shared that you can tell the increase in engagement as it transferred to actual people on the Boulevard and at events.

Andrea shared that if any business needs help with flyers or to learn how to use Instagram, to please contact her.

NEXT MEETING DATES TO REMEMBER:

COFFEE TALK WITH LUKE MOORMAN: January 22, 2019 at the Floridian

LAS OLAS WINE AND FOOD FESTIVAL: April 5, 2019

ELECTION RESULTS: LOA Legal Counsel Josh Brandsdorf reported that there were 3 clear winners and a three-way tie. Congratulations to Caroline Carrara, Erika del Rio, and Charlie Ladd for re-election to the LOA Board.

There will be a run-off between Tom Maus, William Walker, and Michael Weymouth. Amber Van Buren will send out an email and the Membership will have 48 hours from the time of the email to respond with a vote for 1 of the above candidates. The top 2 vote gainers will be the 2 new LOA Board Members for 2019.

Respectfully submitted by:

April Kirk, Las Olas Association Secretary

Amendment to Jan 15 membership meeting minutes –

3-way tie run off resulted in email sent to break the tie. Mike Weymouth and William Walker received the most votes and were notified via email on Jan17th they were elected to LOA Board.

Las Olas Association, Inc.

PROFIT AND LOSS

January 1 - February 7, 2019

	TOTAL	
	JAN 1 - FEB 7, 2019	JAN 1 - FEB 7, 2018 (PY)
Income		
Membership dues	40,000.00	27,400.00
Poster Sales	1,845.00	1,620.00
Services	202.00	880.00
Street Closure	54,166.67	50,000.00
Total Income	\$96,213.67	\$79,900.00
GROSS PROFIT	\$96,213.67	\$79,900.00
Expenses		
Bank/Credit Card Charges		-0.52
Commissions & Fees	2,670.00	
Dues and subscriptions		100.00
Equipment Rental		3,364.83
Legal & Professional Fees	9,969.84	7,924.00
Lights for Las Olas	2,000.00	
Meals	186.21	636.81
Office Expenses	40.00	119.90
Printing		12.29
Promotional		-300.00
QuickBooks Payments Fees	243.00	228.15
Utilities		75.56
Web Services	1,496.25	697.50
Total Expenses	\$16,605.30	\$12,858.52
NET OPERATING INCOME	\$79,608.37	\$67,041.48
Other Expenses		
Depreciation		104.24
Federal income taxes		869.00
Total Other Expenses	\$0.00	\$973.24
NET OTHER INCOME	\$0.00	\$ -973.24
NET INCOME	\$79,608.37	\$66,068.24

LOA Executive Directors Report Feb 12, 2019

Membership – 59 Total New and Renewed members as of Feb 5th yielding \$24,000 in revenue.

LOA Membership Budget Goal for 2019 is \$30K

We have 30 potential members who have either not renewed or are in process of renewing.

Given this is the largest number of memberships confirmed this early, we are well on pace for meetings and exceeding out budget goal for 2019. **(Current Membership report attached)**

Majority of ED time for Jan/Feb wrapped around membership renewal/cultivation/updates of website to reflect New members and remove nonmembers.

Las Olas Boulevard website – LasOlasBoulevard.com is consistently maintaining the 60% increase in traffic compared to a year ago. Given the shoestring budget and the very large website, Gatman and AVB work together to increase the numbers each month. In January 2019, LasOlasBoulevard.com came up on page 2 in google search for Fort Lauderdale Restaurants when one year ago it didn't show up at all. We have not only increased rankings for Fort Lauderdale Restaurants, but also for Events in Fort Lauderdale, Things to Do in Fort Lauderdale, and Shopping in Fort Lauderdale. Our primary demographic remains domestic travelers and local visitors in the age range of 25-55yr of age with the largest share being 25-34yrs old. The gender share is 60% female – 40% male. (all verified through Gatman Media reporting and google analytics)

Top Referrers: Sunny.org, Marriot.com, ArtFestival.com, Facebook (mobile), Stranahanehouse.org, Pinterest, travel.usnews.com (<https://travel.usnews.com/>)

86% traffic is USA. 4.5 % is Canadian (including French Canadians). Remaining is mixed international.

Social Media –

Facebook followers – 18,724 | Monthly reach: 282,313

The Facebook top age group is 34 % is 25–34 yr old; 25% is 35-44 yr old.

Busiest Hours 8:00 PM–9:00 PM

Busiest Day of the Week: Saturday

86,000 people are on Facebook within 1 mile of YOUR business.

Twitter followers – 9093 | monthly impressions 16k

Instagram –

6657 followers – 30% Fort Lauderdale, 8% Miami, 2% Boca | age range 35%: 35-34yrs old & 31%: 35-44yrs old
Weekly impressions 19.5k

Government Relations –

Las Olas Working Group – 5th meeting held Meeting held Jan24th at City Hall. Mary Fertig presentation and staff update on RFQ. Still no budget for this group. Next meeting date TBD – Steve Hudson presentation on agenda. Timeline for action -6mos – 1yr at least – 1st step data collection

Downtown Collaborative Group aka Downtown Coalition – April Kirk and Charlie Ladd attended last meeting. Phil Thornburg reported to parks and rec advisory board that Downtown Coalition was PAC organized for sole purposed of Park Bond advocacy.

Special Event Working Group – Luke attended last meeting of Special Event Working Group. Deference to Luke for report.

Employee Parking Programs – No reported parking issue for employees at this time.

New Businesses –

Piazza Italia (Formerly Mangos) OPEN	904 E. Las Oas Blvd
Ideal Image Laser Hair Removal -OPEN	788 E. Las Oas Blvd.
Java & Jam - Opening Soon (formerly VIBE)	301 E. Las Oas Blvd.
Tuscan Prime – Opening Soon	401 E. Las Oas Blvd.
Capital One Café – Opening March 2019	801 E. Las Oas Blvd.
Talento – Opening Soon	1307 E. Las Oas Blvd.

BUDGET Discussion:

Lights on Las Olas / Holiday Decor– LOA Membership approved budget to remove year-round lighting expense. Boskett Enterprises (LOA Light/Electrical Maintenance) will use what lights he has left and then all lights will be removed/uninstalled. Estimate timeline: end of Spring /first of Summer light will come down

American Flags Décor – due to use of flags for longer period in 2018, LOA will need to purchase 90 new flags for 2019 décor at approx. \$5k. LOA may vote to not fund this project

LOA Marketing Initiatives/Needs for 2019 – Marketing Committee on hiatus due to budget deficit.

All marketing for 2019 is sole responsibility of Executive Director.

Top goals for 2019:

1. Identify and secure Map & Guide Sponsor
2. Identify and secure COLO Title Sponsor
3. AVB producing Concierge Event – tentative date March 25
4. AVB currently assisting with smaller events planned on ELO:
 - o American Social Block Party March 2 – 7-11pm
 - o The Balcony Mardi Gras Parade March 9 – 4-5pm
 - o El Camino Block Party Cinco De Mayo May 5 – all day

LOA Legacy Event 2019 Schedule – PRIMARY REVENUE SOURCES for LOA

- **Legacy Event-Art Festivals: \$50k in revenue**
31stAnnual Part I Jan 5-6, 2019
31st Annual Part II March 2-3, 2019
Annual Income of \$50K
- **Legacy Event -LOWFF: \$20k in revenue**
2019 date Friday April 5, 2019
- **NEW Legacy EVENT-Exotics on Las Olas: \$10K in revenue**
Sunday Nov 10, 2019 - \$10K additional revenue / with increment increases every year.
- **Legacy Event- COLO: min \$5K in revenue up to \$20K**(varies – costs keep rising as this event is a victim of its own success)
Tuesday Dec 3, 2019

Executive Director Meetings and event activity

Jan 9 – Interview/Video shoot with 100 Las Oas –video promo for purpose of promoting and publicizing ELO to new residents.

Jan 10 – Arrivalist conference call at GFLCVB office - for purpose of gathering data for LOA events, visitors

Jan11 – met with Bob Pallay, NEW Riverside F & B Mgr for purpose of establishing contact with new employee and setting member goals for 2019

Jan15 – LOA Membership meeting

Jan 16 – Met with Key West Karl for purpose of sharing Association best practices – Key West is trying to organize and asked for LOA assistance

Jan 22 – attended Coffee Talk with Luke

Jan 23 – attended LOWFF Committee 1st meeting at ALA

Jan 24 – attended LOA working group meeting at City Hall

Jan 25-28 personal emergency

Jan 29 – lunch with Barcardi – for purpose of establishing 2019 COLO sponsorship guidelines/new contract

Jan 30 – attended city special events meeting for Exotics on Las Olas – for purpose of city event approval

Jan 31 – met Bokampers Execs, FLPD at Balcony for purpose of Mardi Gras planning

Feb 7 – LOBI Editorial planning meeting

Constant Contact: 4 Eblasts sent since Jan 8 Board meeting, representing 22 LOA members/promos with avg open rate of 19%

viewing is 43% mobile – 57% desktop (same as previous period)

Other Tasks: Created 2019 concierge documents, invoicing and accounting, **Members News (attached)**, meetings invitations/schedules, banking, accounting, map deliveries

Upcoming events/schedule:

Feb 26, 2019 – 9am Public Coffee Talk with Luke Moorman at Floridian

Feb 28, 2019 - State of the City – NSU Museum of Art Fort Lauderdale

Feb 28, 2019 – Las Olas Capital Arts – Virginia Fifield Artist Reception

Committees Reminder: The purpose of LOA committees is to work on special projects to enhance the mission of the Association. The LOA Board may identify mission focused projects that they will delegate to volunteers committees to complete. Committees may be active year round to support the Association (ie: Newsletter Committee, Volunteer Committee, Marketing Committee) or may become inactive due to completed projects or seasonality (ie: Christmas on Las Olas). The LOA Executive Director serves as a liaison between the Board and each Committee. **It should never be the intention of a standing or seasonal committee to alter the focus of the organization or create new priority tasks.**

LAS OLAS ASSOCIATION 2019 Approved Budget

Jan 1, 2019 - Dec 31, 2019

	2019 Approved Budget	2018 Approved Budget	2018 YTD Actuals
2018 ANNUAL PROJECTED EXPENSE			
EXECUTIVE DIRECTOR ANNUAL	\$ 66,000.00	\$ 60,000.00	\$ 60,000.00
Publicity (PR)	\$ 15,000.00	\$ 20,000.00	\$ 11,650.00
CHRISTMAS ON LAS OLAS (including	\$ 90,000.00	\$ 85,000.00	\$ 84,290.11
Website SEO & Maintenance	\$ 12,000.00	\$ 10,000.00	\$ 10,528.00
OFFICE SUPPLIES & EQUIPMENT	\$ 3,000.00	\$ 5,000.00	\$ 4,403.00
TELEPHONE	\$ 1,000.00	\$ 1,000.00	\$ 857.11
LEGAL & ACCOUNTING	\$ 2,500.00	\$ 3,000.00	\$ 2,469.00
MISC (meals and ent)	\$ 3,000.00	\$ 5,000.00	\$ 5,875.90
Printing & Shipping	\$ 500.00	\$ 800.00	\$ 593.00
MAP & GUIDE Design, Print, Sales	\$ 17,000.00		
Commission		\$ 21,500.00	\$ 16,596.00
Map & Guide Distribution (previously covered by LOC)	\$ 15,000.00		\$ 20,890.84
Light Maintenance	\$ -	\$ 5,000.00	\$ 12,178.00
Marketing / Advertising Contingency	\$ -		\$ 2,441.00
		\$ 10,000.00	
INSURANCE	\$ 1,500.00	\$ 1,500.00	\$ 1,267.00
Discretionary Fund	\$ 4,000.00	\$ 2,000.00	
NEW Exotics on Las Olas	\$ 28,000.00	\$ -	\$ 15,525.04
TOTAL	\$ 258,500.00	\$ 229,800.00	\$ 249,564.00
2018 PROJECTED INCOME			
CHRISTMAS ON LAS OLAS	\$ 100,000.00	\$ 105,000.00	\$ 90,500.00
MAP & GUIDE 2011 ADVERTISERS	\$ 20,000.00	\$ 22,000.00	\$ 21,841.00
NEW Map & Guide Sponsor (not guranteed)	\$ 10,000.00		
LAS OLAS ART FAIR - 3 STREET CLOSURES	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
LAS OLAS ART FAIR - POSTER SALES	\$ 2,500.00	\$ 2,500.00	\$ 2,417.00
FOOD & WINE FESTIVAL	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
MEMBERSHIP DUES	\$ 30,000.00	\$ 27,000.00	\$ 31,175.00
City Light Re-Imburse (Rec \$3269 waiting on \$2500 ck)	\$ -	\$ -	\$ 5,769.00
LOBI Magazine (no longer rec revenue)	\$ -	\$ 5,000.00	\$ 2,073.00
NEW Exotics on Las Olas	\$ 28,000.00	\$ -	\$ 24,917.00
Deferred Revenue for 2017 = \$31714.00			\$ 31,714.00
		\$ -	
TOTAL	\$ 260,500.00	\$ 231,500.00	\$ 280,406.00



Las Olas Association 2019 Membership Application

PLEASE FILL OUT THIS FORM AND EMAIL TO:

Info@lasolasboulevard.com

Or Mail to Address below

**Associate Members Application or application from outside LOA official boundaries must provide relevancy to LOA Mission and be approved by Board of Directors*

Membership runs from Feb 1, 2018 – Jan 31, 2019 (no pro rating available)

General Membership \$400 ☒

Associate Membership \$1000 ☐

Business Name/Physical Address: Colee Hammock HOA
P.O. Box 2423, Ft. Lauderdale, FL 33301

Date of Incorporation: 4/5/90 # of Years at current address

Primary Contact

Name/Title: Jacquelyn Scott

Email: jackie@jackiescott.net Phone: (951) 895-1400

Secondary Contact

Name/Title: Jerry Jordan

Email: gdjordan16@gmail.com Phone: 954-684-6190

Preferred Contact Method: phone or email

Website: under construction

Reason for joining: business/networking

Interested in serving on a Committee? Circle one or more

Marketing ☒ Membership ☒ Volunteers ☒ Christmas on Las Olas ☒ Special Events ☒

To better serve you, we ask for your business to designate a Primary Contact person to be THE person responsible to communicate your business information with the LOA Executive Director.

If for any reason your Primary Contact person changes, PLEASE notify us asap.

JOSEPH N. FELLER, CPA, PA

8188 South Coral Circle
North Lauderdale, Florida 33068
Phone: (954) 726-9078
Fax: (954) 720-7745
jfeller@jnfcpa.com

Las Olas Association, Inc. 2018 Financial Analysis

Financial Position

Overall, the Association appears to be financially sound. As of December 31, 2018, you had approximately \$59,000 of cash and receivables that are currently due. The net assets of the Association is approximately \$54,000. Additionally, those liabilities that make up the difference are actually deferred revenue or cash that you received in 2018 that represents income for 2019. That is the result of the street closure income for January that has already been received or included in the accounts receivable.

Profit and Loss and Cash Flow

On an accrual basis, the Association lost \$15,500 during the short year February 1 through December 31, 2018. However, from a cash flow perspective, the Association had a negative cash flow of \$30,400. The difference between the accrual basis loss and the cash flow is a result of both the short-year and timing differences. There was a significant amount of deferred revenue in 2017 that didn't occur in 2018 due the change in year-end reporting. This means that there is income reported in 2018 without actually receiving the money (because it was received in the prior year). Additionally, all of the liabilities were paid in 2018 and there is no significant accounts payable as of the end of the current year.

Taxes

Since there is a loss this year, there is no tax liability. This year's net membership income of \$4,100, that was exempt from tax this year, will be included in 2019 taxable income. However, the net non-membership loss of \$2,800 can generally be used to offset next year's income as a net operating loss.

Accounting and Bookkeeping

There is a need to better understand the accounting function so that reports that are meaningful to the Association can be generated at any date. The books have been set up in a manner so that profit and loss statements can be generated for each event as well as membership activity and general administrative expenses. However, the accounts have not been utilized properly to generate effective reports. I would be happy to sit down with those involved in the daily accounting to explain and train them in the importance of these items.

If you have any questions, please feel free to contact me.



Joseph N. Feller, CPA



Amber VanBuren <amberv@lasolasboulevard.com>

Re: Fort Lauderdale Fashion Week - information request

1 message

FLL FASHION <fashion@fllfashionweek.com>

Tue, Jan 15, 2019 at 9:20 PM

To: Amber VanBuren <amberv@lasolasboulevard.com>

Hi gorgeous,

Keep me posted with the board decision. Amber, you have the best host criteria ;-)

-We wanted to keep the event on Las Olas, but unfortunately there's no venue to host FLL Fashion Week and the park is booked. The Dal Mar has showed interest, not sure will be ready the time of the event.

We wish to find a signature venue for Fort Lauderdale Fashion Week... Eventually we will...But for now, Pier Sixty works fine. Still arranging for final confirmation this week.

Regards,

Florentina West

FLL Fashion Week

Phone: (954)289-2538

www.fllfashionweek.com

[INSTAGRAM](#) | [FACEBOOK](#)

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From: Amber VanBuren <amberv@lasolasboulevard.com>

Sent: Monday, January 14, 2019 2:21 PM

To: FLL FASHION

Subject: Re: Fort Lauderdale Fashion Week - information request

Greetings Beautiful Lady and Happy New Year!!

WOW - what an amazing opportunity and very generous of you to offer. I will need to run this past our Board of Directors before I can commit to anything of this magnitude.

As their Executive Director, my time would be allocated based on what the Association has planned for that time period. We elect a NEW Board tomorrow so I can place this on the agenda for February and see.

I do think it would be better to have a younger person host.....our statistics reflect a demographic of 25-34 age range and I feel this age would make a more appropriate host for your event. Pier 66 is a lovely venue but outside the boundaries of the Las Olas Association. Let me know what you think.

Again, I am honored that you thought of me!!! And I think the WORLD of you and of this event!!

Warmest Regards,

Amber VanBuren, Executive Director

Las Olas Boulevard Association

954-258-8382



www.lasolasboulevard.com

EAT! SHOP! ENJOY!



On Sat, Jan 12, 2019 at 4:02 PM FLL FASHION <fashion@flfashionweek.com> wrote:

Hello Amber,

Happy New year!!!

I hope you and yours had fantastic holidays.

As you may know, Fort Lauderdale Fashion Week is coming up in March again. I would love for you to be our host of the show this year. The event will run from March 10th - 16th and the actually runway shows from March 14th-16th at Pier Sixty Six Hotel and Marina.

You will be hosting 3 nights, the 14th, 15th and 16th. We will assign a designer to dress you up and all hair and make up for your fabulousness 😊.

Please let me know if this is something you would be interested in.

Warmest regards,

Florentina West

FLL Fashion Week

Phone: (954)289-2538

www.flfashionweek.com

[INSTAGRAM](#) | [FACEBOOK](#)

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From: Amber VanBuren <amberv@lasolasboulevard.com>

Sent: Tuesday, February 27, 2018 9:45 PM

To: natalie@flfashionweek.com

Cc: Florentina West

Subject: Fwd: Fort Lauderdale Fashion Week - information request

May I please RSVP for myself and Andrea Arandia?

Andrea is our new social media administrator and I would love to bring her along.

Thank you very much Amber!

Please also attend the VIP gala on March 15th. Find the invite in the attachment.



Las Olas Association News - Jan/Feb 2019

Mission: The mission of the Las Olas Association is to promote and publicize East Las Olas Boulevard as a premiere international shopping, dining, arts and entertainment destination.

Vision: Every business on Las Olas is successful and profitable.

Thank you to the membership, sponsors and partners for your continued support .

Las Olas Association Welcomes 2019!



Luke, Amber, Tammy, Erika

Greetings Las Olas Association Members!!

Its been a very busy start to the new year for your Las Olas Association!

Three Cheers for our NEW and Renewed Membership!!!



1 + 1 Media, Inc
 100 Las Olas, Kolter Homes
 321 at Water's Edge
 NEW!- Adagio Fort
 Lauderdale Beach
 Amaray Las Olas by
 Windsor
 Andre Dupree Luxury
 Designer Handbags
 Consignment
 Ann's Florist & Coffee Bar
 Aventus Capital Advisors at
 Ameriprise Financial
 Berger Singerman
 Greater Fort Lauderdale
 Broward Convention and
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 aka GFLCVB
 Big City Tavern



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 Big City Tavern

We held our first meeting o the year on January 15 at the Historic Stranahan House Museum AND we elected a NEW Board of Directors. For the first time ever we had record 9 candidates running for and 5 open seats.....how incredible to see the Las Olas Association grow!!!

Our NEW Board will meet for the first time on February 12th, 2019. We look forward to another great year with some outstanding community leaders guiding a successful Las Olas Association into 2020.

Thank you for allowing me the honor of serving as YOUR Executive Director!

*Sincerely,
Amber VanBuren*

Introducing YOUR 2019 New Board of Directors!



Luke Moorman, President- Owner Carroll's Jewelers

Stacy Ritter*, President/CEO Greater Fort Lauderdale
Convention & Visitors Bureau

April Kirk* Executive Director Stranahan House

Caroline Carrara, Chair Magazine Committee ,VP EWM Realty
International Las Olas

Charlie Ladd, Owner Barron Real Estate
Erika Del Rio, GM, Gran Forno Pronto

Adam Robin*, GM, Louie Bossi

Alice Harry*, Timpano Italian Chophouse Group Sales

Jodi Jeffreys-Tanner*, Administrative Officer, Las Olas Capital
Advisors, Chair Broward County Cultural Division

Stan Eichelbaum*, President FTL Downtown Civic Association

William Walker, Principal Owner, Water Taxi

Michael Weymouth, President, The Las Olas Company

*indicates second year of 2 year term

[Click here to see BOD full bios with pics.](#)

**The Las Olas Wine and Food Festival has been
around for 24 years! The oldest and longest
running signature wine and food festival event in
Broward County wants YOU!**

Caffe Europa

Carroll's Jewelers

NEW -Casa Sensei

Cycle-Party

NEW-Dr. Bryan Berry DDS

D'Angelo Realty Group

Di Pietro Partners LLP

Downtown Jewish Center

E.J. Smoker & Associates,
Inc./Las Olas Place II

El Camino

ETARU

EWM Realty International

First Presbyterian Church

Fort Lauderdale Media
Associates

NEW!-Galleria Internatinal
Realty

Gatman Media

Gran Forno Pronto

Grand Central Stationery
Hckleman, Olive & Judd,
P.A.

Hoffman's Chocolates

Icon Las Olas

Ideal Image MedSpa

J. McLaughlin

Kilwins

Kip Hunter Marketing

Las Olas Capital Advisors

Louie Bossi

Luigis Coal Oven Pizza

Luigis Tuscan Grill

M R Mctigue & Co Inc

Macken Companies

Maus & Hoffman

NEW! - Realtors of the Palm

Beaches + Greater Fort
Lauderdale RAPB + GFLR

NEW- One Parking

Professional Bank

Riverside Hotel

Rocco's Tacos

Sky Thai Sushi

Stranahan House

There are haers and imitators but only ONE
LOWFF!



Don't miss YOUR opportunity to show out for 2500
of the finest folks in the community!
Las Olas Wine and Food Festival returns for 24th
Year on April 5th 2019!



This years committee Co-Chairs are Ina Lee and Katie Liebeck.
Our first strategy meeting was held a couple of weeks
ago.....and we have truly upped our game plan for
2019. Restaurants from all over South Florida signing up to
participate.

Get in on early promos and register your business NOW!
There are NO fees for LOA restaurants to participate.

We wanna show off OUR restaurant!!

The 31st Annual Las Olas Art Fair Part II is right
around the corner.

Click here for March Art Fair Flyer
Download now to use in cross promotions!

SuViche
The Balcony
The Floridian
The Las Olas Company
NEW- Tuscan Prime
Unique Treasures
Vu New River
Water Taxi
Yellow Magazine

Not on the list?

Did you know membership
applications are available on our
website?

Click here to join LOA

More Than a Membership

Average cost of of PR firm is no less
than \$2000 per month. Businesses
on Las Olas get the same service
for \$36 per month!!! Las Olas
Business owners get a real deal
when they are part of the Las Olas
Association!!!

Note: The website will be updated
to reflect ONLY paid members in the
next week. If you have let your
membership lapse - please renew
now!

Board of Directors Meeting & Minutes



**2019 Board of Directors
contact info.** Below is a
recap of the past minutes
Last minutes sent out
were Dec 2018 and are
available upon request.

[Jan 8, 2019 LOA Board Meeting Minutes](#)

[Jan 15, 2019 Member Meeting Minutes](#)

[Jan 8, 2019 Executive Directors Report](#)

[APPROVED 2019 LOA Budget](#)

All ED report attachments available upon request

**LOA Board of Directors meetings are
held on the 1st Tuesday of the month
unless otherwise moved for holidays and**



Our final Art Fair of this season is happening on March 2-3. Activating your business inside and out during these Art Festivals provides new and returning sales opportunities with nearly 100,000 guests visiting Las Olas throughout the weekend.

Fun Fact: Did you know that Howard Alan Events spends thousand of dollars on TV, print, and radio advertising to bring customers to Las Olas Boulevard & your storefront doors?? WOW!! Thank you Howard!

Do we have your Valentines Day Promo?



[Click here to find out](#)

6th Annual VIP Concierge Appreciation Happy Hour is in the works!

special events. These meetings are for Board members only.

Coffee Talk Neighborhood Discussions with President Luke Moorman are held every 4th Tuesday of the month at the Floridian at 9am. These discussions are open to ALL members and neighborhood residents. Plus we buy your breakfast!
SAVE THE DATE!



The Next LOA Coffee Talk is Tuesday February 26, 2019 at 9am.

[Click here for Feb Coffee Talk Flyer](#)

**Member Benefits
REMINDERS!**

Why join the Association?



What's in it for me?

[Click here to download our membership brochure](#)

Plus.....

**Have you seen
Las Olas Boulevard &
Isles Magazine?**

Our mission is simple: To promote our fabulous Las Olas Boulevard shopping, dining and entertainment experience...and to make YOU look good doing it! FOR Las Olas. BY Las Olas. ABOUT Las Olas.



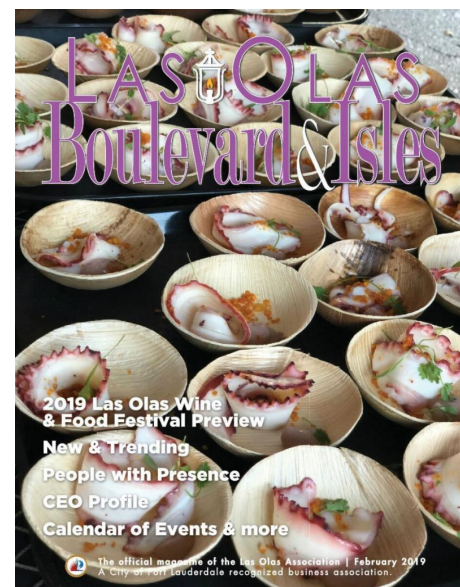
Limited participation space available Tentative
Date March 25 - not yet confirmed.
No fee to participate for LOA members - swag bag
items being collected NOW - [click here to
participate](#)

In Loving Memory of Ron Centamore

Our thoughts and prayers go out to Ron's wife Kim, and the entire Centamore family.

"Ron the Cop", aka Ron Centamore, Fort Lauderdale police officer for 20 years, civic association president, 2017's Distinguished Citizen and all-around city stalwart, passed on to the spirit world on January 28th. Ron was remembered by family and friends in heartfelt services held last week.

Thank you Ron for your service.



**[Click here to view current and
past issues of LOBI Magazine](#)**

**Did you know LOA Members
receive discount advertising in
LOBI Magazine?**

Next issue comes out April 1, 2019.
Please send all story ideas, images,
and publicity to
publisher@ftlauderdalemedia.com

**Members Only - LasOlasBlvd
Social Media**



Social Media posts can be submitted
with 48 hour turnaround. Our social
media channels are for Las Olas
Association members only.

Current #'s

LasOlasBlvd Instagram-6373 followers
LasOlasBlvd Twitter - 9097 followers
LasOlasBlvd Facebook 18,710 followers
LOA Facebook Reach- 310,000
Las Olas Association Facebook Group -
5858 members

Trip Advisors - 6099 positive reviews

Website visitors - 4000 per day

Follow us @LasOlasBlvd

Due to the overwhelming social media
explosion for us - We are now
contracted with 1+1 Media to assist in
getting your business recognized on
LOA Social media platforms.



Andrea Arandia, local
resident and owner/operator
of [1+1 Media, Inc](#) is
available to help meet your
social media needs! Email
her at

Andrea@1plus1.media
or call 954-701-4521

The results are clear- NOBODY does it better than Las Olas!!!
Impressive data measured by GFLCVB for Exotics on Las Olas proves our efforts to find the next
great destination event in South Florida happened right here on Las Olas! Thank you to the

GFLCVB Team and to Exotics on Las Olas, LLC for bringing thousands of NEW guests to the Boulevard!

Exotics on Las Olas yielded a 114% increase in length of stay in the event area. Overall, the length of stay in Fort Lauderdale associated with event visitation increased 38.4%.
WELL DONE EVERYONE!

Click here to view full report on Las Olas visitor trends



click here for more outstanding photos

Upcoming Events, Meetings, Dates



Las Olas Association Events for 2019

Mar. 2-3, 2019 31st Annual Las Olas Art Fair Part II (Street Closure)

March TBD - 6th Annual Las Olas VIP Concierge Appreciation Happy Hour Soiree
PRIVATE EVENT - Dates being decided - be on the lookout for participation forms!

Friday April 5, 2019 - 24th Annual Las Olas Wine and Food Festival (Street Closure)

Oct 19-20, 2019 32nd Las Olas Art Fair (Street closure)

Sunday Nov. 10, 2019- 2nd Annual Exotics on Las Olas (Street Closure)

Tuesday Dec. 3, 2019 - 57th Annual Christmas on Las Olas (Street Closure)

Wanna host an LOA networking mixer? Contact me for more info!

If you have any questions or would like to learn more about your Las Olas Association Membership, please contact me at 954-258-8382 or email

AmberV@lasolasboulevard.com

Master Special Event Calendar

Special Event	Day	Event Location	Event Time	Date Commission Approved
2019				
January				
Ice Rink at Huizenga	1-7	Huizenga Plaza	12:00pm-10:00pm	10/23/2018
Hope South Florida Inc. Mobile Showers Program	1	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
New Year's Football Block Party at Himmarshee	1	100 Block Moffat Avenue	10:00am-8:00pm	12/18/2019
MASS Districts Events	4-6	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Las Olas Art Fair	5-6	Las Olas Blvd between SE 6th-11th Ave		6/19/2018
Dig the Beach Volleyball Series	5-6	Fort Lauderdale Beach	7:00am-8:00pm	12/19/2018
Jazz Brunch	6	Esplanade Park		City
Hope South Florida Inc. Mobile Showers Program	7-8	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Huizenga Closed for Re-Sodding	8-31	Huizenga Plaza		
MASS Districts Events	11-13	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Food In Motion: Flagler Village Green Market	11	Peter Feldman Park		11/6/2018
Riverwalk Stone Crab & Seafood Festival	12	Esplanade Park		Riverwalk
Fit Lauderdale Beach Bash	12	Fort Lauderdale Beach	9:30am-12:00pm	10/23/2018
Hope South Florida Inc. Mobile Showers Program	14-15	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Hamilton, The Musical Education Program	16	Esplanade Park	11:30am-1:00pm	12/4/2018
Set Up—Beach Majors Volleyball 2019	17-30	Fort Lauderdale Beach Park		9/4/2018
MASS Districts Events	18-20	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Florida Flow Fest	19-20	Esplanade Park	10:00am-10:00pm	1/8/2019
Giro Bella Bike Ride	20	Snyder Park	5:00am-3:00pm	10/23/2018
MLK Parade and Festival	21	Lincoln Park to Esplanade Park	9:00am-2:30pm	City
Hope South Florida Inc. Mobile Showers Program	21-22	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
MASS Districts Events	25-27	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Race with Broward County Deltas	26	Osswald Park& Mills Pond Park		10/9/2018
Growing the Voices of Our Future	26	Joseph C. Carter Park (1450 W Sunrise Blvd., Fort Lauderdale, FL	9:30am – 3:00pm	1/22/2019
Night on the Streets: Ending the Trafficking of Homeless Youth	26-27	4th Ave btwn NE 8th St and NE 9th St	10:00pm-7:00am	11/20/2018
Noble Financial Capital Customer Appreciation Event	28	Esplanade Park	7:00pm – 11:00pm	Riverwalk
Hope South Florida Inc. Mobile Showers Program	28-29	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
February				
Set Up—Beach Majors Volleyball 2019	1-4	Fort Lauderdale Beach Park		9/4/2018
Harbordale Elementary School Walk-A-Thon	1	SE 10th Avenue between SE 12th Court and SE 15th Street	9:00am-10:30am	1/22/2019
MASS Districts Events	1-3	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Huizenga Closed for Re-Sodding	1-11	Huizenga Plaza		
Make A Friend Be A Friend Walk	2	Starting at Esplanade Park and a turn around at RiverWalk Hotel	6:00am-12:00pm	12/18/2019
Floranada Day	2	Floranada Park	11:00am-3:00pm	12/18/2019
SET UP Sandz Fort Lauderdale Caribbean Music Festival	2	Snyder Park	4:00pm-9:00pm	1/22/2018
Jazz Brunch	3	Esplanade Park		City
NOBE Sundays	3	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Sandz Fort Lauderdale Caribbean Music Festival	3	Snyder Park	12:00pm - 9:00pm	1/22/2019
Hope South Florida Inc. Mobile Showers Program	4-5	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Beach Majors Volleyball 2019	5-10	Fort Lauderdale Beach Park		9/4/2018
Riverwalk Noon Tunes	6	Huizenga Plaza		City
St Demetrios Greek Festival	7-10	815 NE 15th Avenue	12:00pm-11:00pm	1/22/2019
Food In Motion: Flagler Village Green Market	8	Peter Feldman Park		
MASS Districts Events	8-10	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
New River Fest	9	Esplanade Park		Riverwalk
Ragnar Relay Miami 2019	9	Fort Lauderdale Beach		9/4/2018
Dig the Beach	9-10	Fort Lauderdale Beach - where permanent courts are	7:00am-8:00pm	2/5/2019
NOBE Sundays	10	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Hope South Florida Inc. Mobile Showers Program	11-12	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Breakdown—Beach Majors Volleyball 2019	11-21	Fort Lauderdale Beach Park		
Agile Rascal Theater Group – Bicycle Safety Fundraiser	12	Esplanade Park	6:00am – 10:00pm	2/5/2019
Riverwalk Noon Tunes	13	Huizenga Plaza		City
MASS Districts Events	15-17	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Fort Lauderdale Under the Stars Private Event	16	Esplanade Park	2:00pm-12:00am	1/22/2019
25th Annual Fort Lauderdale Masters Challenge	16-17	Aquatic Center		City
14th Annual 2019 Fort Lauderdale Marathon & Half Marathon and 5K	16-17	Fort Lauderdale Beach Park	7:00am-9:00pm	12/4/2018
NOBE Sundays	17	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Hope South Florida Inc. Mobile Showers Program	18-19	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Riverwalk Noon Tunes	20	Huizenga Plaza		City
Set Up - Pride Fort Lauderdale - Festival at Fort Lauderdale Beach	20-22	Fort Lauderdale Beach Park South		10/9/2018
MASS Districts Events	22-24	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Riverwalk Chili Cook off	23	Esplanade Park		Riverwalk
Do bin – Bat Mitzvah	23	537 Bayshore Drive Fort Lauderdale, FL 33304	10:00am – 10:00pm	
YogaFest	23	Huizenga Plaza		8/21/2018
Pride Fort Lauderdale - Festival at Fort Lauderdale Beach	22-24	Fort Lauderdale Beach Park South		10/9/2018
Breakdown - Pride Fort Lauderdale - Festival at Fort Lauderdale Beach	24-25	Fort Lauderdale Beach Park South		10/9/2018
NOBE Sundays	24	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Hope South Florida Inc. Mobile Showers Program	25-26	St. Christopher's Episcopal Church/Vision of Hope Family and Wroship	4:00pm-6:00pm	11/20/2018
Riverwalk Noon Tunes	27	Huizenga Plaza		City
March				
Wendy Wyland Diving Invitational	1-3	Aquatic Center		6/19/2018
MASS Districts Events	1-3	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Walk for the Animals	2	Huizenga Plaza		8/21/2018
Fort Mardi Gras 2019	2	Esplanade Park & SW 3rd Avenue & Broward Blvd	4:00pm-11:00pm	2/5/2019
The 13th Street Craft Beer and Wine Festival	2	NE 13th Street, from NE 6th Ave to NE 9th Ave		10/9/2018
Las Olas Art Fair	2-3	Las Olas Blvd between SE 6th-11th Ave		6/19/2018
Jazz Brunch	3	Esplanade Park		City
NOBE Sundays	3	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Riverwalk Noon Tunes	6	Huizenga Plaza		City

Bike to Work Day 2019	8	Huizenga Plaza		City
Food In Motion: Flagler Village Green Market	8	Peter Feldman Park		
MASS Districts Events	8-10	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Tentative Hold – Granfondo Event	8-10	Huizenga Plaza		
2019 Bill Bone Cycling Series	9	Snyder Park	7:45am - 1:00pm	
Duck Fest Derby	9	Esplanade Park		8/21/2018
Set - Up Las Olas International Triathlon	9	South Parking Lot		8/21/2018
Las Olas International Triathlon	10	South Parking Lot		8/21/2018
Tahiti	10	Snyder Park	1:00pm -8:00pm	2/5/2019
Art, Food & Flea	10	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
NOBE Sundays	10	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Riverwalk Noon Tunes	13	Huizenga Plaza		City
FIU Collegiate Beach Volleyball Tournament	15	Fort Lauderdale Beach	8:00am - 6:00pm	
Friday Night Sound Waves	15	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
MASS Districts Events	15-17	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Street Stripping KickOff	15	East Las Olas btwn South Andrews and SE 2nd Avenue		City
Hope Floats Benefiting Tomorrow's Rainbow	16	Esplanade Park	1:00pm – 5:00pm	
St. Pat's Downtown Block Party	16	SW 2nd Street Himmarshee	6:00pm-12:00am	
St. Patrick's Day Parade	16	Downtown Fort Lauderdale		City
NOBE Sundays	17	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Art, Food & Flea	17	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
St. Patrick's Day Street Festival	17	10 South New River Drive East Fort Lauderdale, FL 33301	11:00am – 10:00pm	
Riverwalk Noon Tunes	20	Huizenga Plaza		City
Set Up - AIDS Walk	20-22	Fort Lauderdale Beach		11/20/2018
MASS Districts Events	22-24	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
Friday Night Sound Waves	22	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
2019 AIDS Walk & Music Festival	23	Fort Lauderdale Beach	7:00am-9:00pm	11/20/2018
Set Up – Fort Lauderdale Food and Wine Festival	22	Huizenga Plaza		
Fort Lauderdale Food and Wine Festival	23-24	Huizenga Plaza		
Breakdown – Fort Lauderdale Food and Wine Festival	25	Huizenga Plaza		
MMRF Team for Cures 5K	23-24	Huizenga Park	7:00am-11:00am	1/22/2019
36th Annual German Classic Car Show N Shine	24	Mills Pond Park	10:00am-3:00pm	10/23/2018
Art, Food & Flea	24	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
NOBE Sundays	24	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Breakdown - AIDS Walk	24-25	Fort Lauderdale Beach		11/20/2018
Riverwalk Noon Tunes	27	Huizenga Plaza		City
Set Up - Tortuga	28-31	Fort Lauderdale Beach		7/10/2018
Riverwalk Burger Battle	29	Huizenga Plaza		Riverwalk
Friday Night Sound Waves	29	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
MASS Districts Events	29-31	844 NE 4th Avenue	6:00pm-10:00pm	12/18/2019
The Dan Marino Foundation Fun-Fest for Autism	30	Holiday Park/War Memorial	6:00am-1:00pm	11/6/2018
Art, Food & Flea	31	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
NOBE Sundays	31	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Autism Awareness – Dan Marino Foundation	31	Huizenga Plaza		
April				
Set Up - Tortuga Music Festival	1-13	Fort Lauderdale Beach		
2019 Ft Lauderdale Mercedes-Benz Corporate Run	4	Huizenga Plaza	6:45pm-8:00pm	12/4/2018
Las Olas Wine and Food Festival	5	Las Olas Blvd	7:30pm-10:30pm	11/6/2018
Friday Night Sound Waves	5	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Miami Dolphins Cancer (Cycling) Challenge	6	Holiday Park		10/9/2018
Junior League of Greater Fort Lauderdale 19th Annual Riverwalk Run	6	Huizenga Plaza	4:00am-12:00pm	11/20/2018
Jazz Brunch	7	Esplanade Park		City
Art, Food & Flea	7	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
NOBE Sundays	7	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Food In Motion: Flagler Village Green Market	12	Peter Feldman Park		
Tortuga Music Festival	12-14	Fort Lauderdale Beach		7/10/2018
Annual Pineapple Jam	12	Historic Stranahan House		8/21/2018
Friday Night Sound Waves	12	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Uptown 5K on the Runway	13	Fort Lauderdale Executive Airport (FXE)	6:00am – 12:00pm	
Heal the Planet	14	Snyder Park	11:00am-6:00pm	
Art, Food & Flea	14	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
NOBE Sundays	14	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Breakdown - Tortuga	15-19	Fort Lauderdale Beach		
Friday Night Sound Waves	19	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Rotary Club of Fort Lauderdale Pirate Fest	20	Esplanade Park	11:00am-6:00pm	11/20/2018
Covenant House Florida 5K on A1A	20			
Easter 2019	20-21	Colee Hammock Park		10/9/2018
Bike on the Beach Custom Bike Show and Festival	20	Seabreeze Blvd Parking lot just north of B Ocean Hotel	11:00am – 6:00pm	
NOBE Sundays	21	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Art, Food & Flea	21	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
The Taste the Island Experience 2019	26	Esplanade Park		9/4/2018
Friday Night Sound Waves	26	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
The Taste the Island Experience 2019	27	Historic District		9/4/2018
Dig the Beach	27-28	Fort Lauderdale Beach - where permanent courts are	7:00am-8:00pm	
FICPA 1040K, 5K, 10K	27	450 East Las Olas Blvd	7:30am-9:30am	11/6/2018
2019 Walk Like MADD & MADD Dash Fort Lauderdale	28	Huizenga Plaza		10/9/2018
NOBE Sundays	28	NE 33rd Street from A1A to 33rd Avenue	5:00pm – 9:00pm	1/22/2019
Art, Food & Flea	28	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
Fleet Week Kickoff	29	Esplanade Park	6:00pm – 8:00pm	Riverwalk
May				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
Worrell 1000 Reunion Race	3-6	Beach front & Side of B Oceans		
Friday Night Sound Waves	3	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Take Steps Fort Lauderdale	4	Huizenga Plaza		9/4/2018
Fort Lauderdale Air Show	4-5	State Road A1A and adjoining beach from Sunrise to NE 19th Street	9:00am-6:00pm	12/18/2018
Art, Food & Flea	5	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
Jazz Brunch	5	Downtown Riverwalk		City
2019 Bill Bone Cycling Series	5	Snyder Park	7:45am - 1:00pm	

Friday Night Sound Waves	10	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Fit Lauderdale Beach Bash	11	Fort Lauderdale Beach	9:30am-12:00pm	10/23/2018
Caribbean Pride	11	Huizenga Plaza		
Glam A Thon	11	Esplanade Park		
Art, Food & Flea	12	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
SE Florida Apartment Association 23rd Annual Volleyball Tournament	17	Fort Lauderdale Beach Park		10/9/2018
Friday Night Sound Waves	17	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
International Swimming Hall of Fame Honoree Induction Weekend	17-19	Aquatic Center		City
Color Run	17-18	Huizenga Plaza		Riverwalk
Art, Food & Flea	19	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
Friday Night Sound Waves	24	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Art, Food & Flea	26	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
Friday Night Sound Waves	31	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
June				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
Art, Food & Flea	2	Parking Lot at 535 NE 13th Street Fort Lauderdale 33304	12:00pm - 5:00pm	2/5/2019
Jazz Brunch	2	Downtown Riverwalk		City
Friday Night Sound Waves	7	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Friday Night Sound Waves	14	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Friday Night Sound Waves	21	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
Make Music Day	21	Huizenga Plaza		Riverwalk
Friday Night Sound Waves	28	300 S Fort Lauderdale Beach Blvd	6:00pm - 9:00pm	
July				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
August				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
September				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
October				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
Step Out Walk to Stop Diabetes 2019	19	Huizenga Park	7:00AM-1:00PM	
November				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
Day of the Dead	2	Huizenga Plaza		
Great Strides Fort Lauderdale 2019	7	Esplanade Park	115:00pm – 9:00pm	
2nd Annual Exotics on Las Olas	10	East Las Olas Blvd. 6th Ave – SE 11th Ave	11:00am – 4:00pm	
December				
Pier Sixty-Six South Tenporary Events	1-30	Pier South 2150 SE 17th Street	10:00am-10:00am	1/8/2019
Chanukah Fair on Las Olas	29	Huizenga Park	12:00pm – 5:00pm	

We held our first meeting o the year on January 15 at the Historic Stranahan House Museum AND we elected a NEW Board of Directors. For the first time ever we had record 9 candidates running for and 5 open seats.....how incredible to see the Las Olas Association grow!!!

Our NEW Board will meet for the first time on February 12th, 2019. We look forward to another great year with some outstanding community leaders guiding a successful Las Olas Association into 2020.

Thank you for allowing me the honor of serving as YOUR Executive Director!

*Sincerely,
Amber VanBuren*

Introducing YOUR 2019 New Board of Directors!



Luke Moorman, President- Owner Carroll's Jewelers

Stacy Ritter*, President/CEO Greater Fort Lauderdale
Convention & Visitors Bureau

April Kirk* Executive Director Stranahan House

Caroline Carrara, Chair Magazine Committee ,VP EWM Realty
International Las Olas

Charlie Ladd, Owner Barron Real Estate
Erika Del Rio, GM, Gran Forno Pronto

Adam Robin*, GM, Louie Bossi

Alice Harry*, Timpano Italian Chophouse Group Sales

Jodi Jeffreys-Tanner*, Administrative Officer, Las Olas Capital
Advisors, Chair Broward County Cultural Division

Stan Eichelbaum*, President FTL Downtown Civic Association

William Walker, Principal Owner, Water Taxi

Michael Weymouth, President, The Las Olas Company

*indicates second year of 2 year term

[Click here to see BOD full bios with pics.](#)

**The Las Olas Wine and Food Festival has been
around for 24 years! The oldest and longest
running signature wine and food festival event in
Broward County wants YOU!**

Caffe Europa

Carroll's Jewelers

NEW -Casa Sensei

Cycle-Party

NEW-Dr. Bryan Berry DDS

D'Angelo Realty Group

Di Pietro Partners LLP

Downtown Jewish Center

E.J. Smoker & Associates,
Inc./Las Olas Place II

El Camino

ETARU

EWM Realty International

First Presbyterian Church

Fort Lauderdale Media
Associates

NEW!-Galleria Internatinal
Realty

Gatman Media

Gran Forno Pronto

Grand Central Stationery
Hckleman, Olive & Judd,
P.A.

Hoffman's Chocolates

Icon Las Olas

Ideal Image MedSpa

J. McLaughlin

Kilwins

Kip Hunter Marketing

Las Olas Capital Advisors

Louie Bossi

Luigis Coal Oven Pizza

Luigis Tuscan Grill

M R Mctigue & Co Inc

Macken Companies

Maus & Hoffman

NEW! - Realtors of the Palm

Beaches + Greater Fort
Lauderdale RAPB + GFLR

NEW- One Parking

Professional Bank

Riverside Hotel

Rocco's Tacos

Sky Thai Sushi

Stranahan House



Our final Art Fair of this season is happening on March 2-3. Activating your business inside and out during these Art Festivals provides new and returning sales opportunities with nearly 100,000 guests visiting Las Olas throughout the weekend.

Fun Fact: Did you know that Howard Alan Events spends thousand of dollars on TV, print, and radio advertising to bring customers to Las Olas Boulevard & your storefront doors?? WOW!! Thank you Howard!

Do we have your Valentines Day Promo?



[Click here to find out](#)

6th Annual VIP Concierge Appreciation Happy Hour is in the works!

special events. These meetings are for Board members only.

Coffee Talk Neighborhood Discussions with President Luke Moorman are held every 4th Tuesday of the month at the Floridian at 9am. These discussions are open to ALL members and neighborhood residents. Plus we buy your breakfast! **SAVE THE DATE!**



The Next LOA Coffee Talk is Tuesday February 26, 2019 at 9am.

[Click here for Feb Coffee Talk Flyer](#)

**Member Benefits
REMINDERS!**

Why join the Association?



What's in it for me?

[Click here to download our membership brochure](#)

Plus.....

**Have you seen
Las Olas Boulevard &
Isles Magazine?**

Our mission is simple: To promote our fabulous Las Olas Boulevard shopping, dining and entertainment experience...and to make YOU look good doing it! FOR Las Olas. BY Las Olas. ABOUT Las Olas.



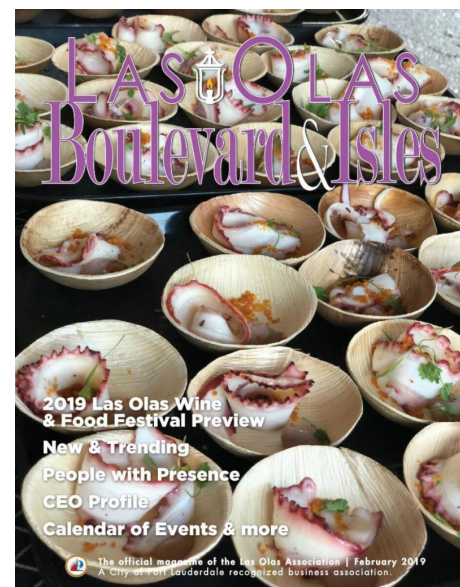
Limited participation space available Tentative
Date March 25 - not yet confirmed.
No fee to participate for LOA members - swag bag
items being collected NOW - [click here to
participate](#)

In Loving Memory of Ron Centamore

Our thoughts and prayers go out to Ron's wife Kim, and the entire Centamore family.

"Ron the Cop", aka Ron Centamore, Fort Lauderdale police officer for 20 years, civic association president, 2017's Distinguished Citizen and all-around city stalwart, passed on to the spirit word on January 28th. Ron was remembered by family and friends in heartfelt services held last week.

Thank you Ron for your service.



**[Click here to view current and
past issues of LOBI Magazine](#)**

**Did you know LOA Members
receive discount advertising in
LOBI Magazine?**

Next issue comes out April 1, 2019.
Please send all story ideas, images,
and publicity to
publisher@ftlauderdalemedia.com

**Members Only - LasOlasBlvd
Social Media**



Social Media posts can be submitted
with 48 hour turnaround. Our social
media channels are for Las Olas
Association members only.

Current #'s

LasOlasBlvd Instagram-6373 followers
LasOlasBlvd Twitter - 9097 followers
LasOlasBlvd Facebook 18,710 followers
LOA Facebook Reach- 310,000
Las Olas Association Facebook Group -
5858 members

Trip Advisors - 6099 positive reviews

Website visitors - 4000 per day

Follow us @LasOlasBlvd

Due to the overwhelming social media
explosion for us - We are now
contracted with 1+1 Media to assist in
getting your business recognized on
LOA Social media platforms.



Andrea Arandia, local
resident and owner/operator
of [1+1 Media, Inc](#) is
available to help meet your
social media needs! Email
her at

Andrea@1plus1.media
or call 954-701-4521

The results are clear- NOBODY does it better than Las Olas!!!
Impressive data measured by GFLCVB for Exotics on Las Olas proves our efforts to find the next
great destination event in South Florida happened right here on Las Olas! Thank you to the

GFLCVB Team and to Exotics on Las Olas, LLC for bringing thousands of NEW guests to the Boulevard!

Exotics on Las Olas yielded a 114% increase in length of stay in the event area. Overall, the length of stay in Fort Lauderdale associated with event visitation increased 38.4%.
WELL DONE EVERYONE!

Click here to view full report on Las Olas visitor trends



[click here for more outstanding photos](#)

Upcoming Events, Meetings, Dates



Las Olas Association Events for 2019

Mar. 2-3, 2019 31st Annual Las Olas Art Fair Part II (Street Closure)

March TBD - 6th Annual Las Olas VIP Concierge Appreciation Happy Hour Soiree
PRIVATE EVENT - Dates being decided - be on the lookout for participation forms!

Friday April 5, 2019 - 24th Annual Las Olas Wine and Food Festival (Street Closure)

Oct 19-20, 2019 32nd Las Olas Art Fair (Street closure)

Sunday Nov. 10, 2019- 2nd Annual Exotics on Las Olas (Street Closure)

Tuesday Dec. 3, 2019 - 57th Annual Christmas on Las Olas (Street Closure)

Wanna host an LOA networking mixer? Contact me for more info!

If you have any questions or would like to learn more about your Las Olas Association Membership, please contact me at 954-258-8382 or email

AmberV@lasolasboulevard.com