



## Las Olas Association 2017 Membership Application

Thank you very much for your interest in joining the Las Olas Association!!

The Las Olas Association is celebrating its 55<sup>th</sup> year with a recognized level of leadership in the community for promoting and supporting the success of Las Olas based businesses. When joined together, we are truly a force to behold!

As a self-governing group of active business owners who see the value in working together to create a better boulevard, we are making an impact, building community, and helping our neighbors.

We are run by a volunteer board of directors and one employed "Executive Director" to keep the "business" running. WE ARE YOUR ADVOCATES! This is YOUR Boulevard! As we transition into a new era of retail and hospitality, we look forward to growing the Association and creating significant impacts together in 2017!

### 2016 LOA Review:

- LasOlasBoulevard.com - increased to 1.2 million users in 2016 with 3300 pageviews PER DAY.
- Increased social media footprint from 22,486 in 2015 to 28,144 in 2016 with more than 90K check ins.
- Las Olas Boulevard and Isle Magazine offered unprecedented access to local community placing YOUR business directly in the homes surrounding Las Olas Boulevard.
- Hosted 3<sup>rd</sup> Annual Concierge Open House event to engage and promote Association members and gave more than \$10,000 in prizes to South Florida Concierges.
- Kicked off Las Olas Locals Summer Promo Campaign – FREE print and online promos designed to boost summer sales
- 50 Eblasts sent to 5500 opt in emails representing more than 80 businesses with avg. click rate of 18-22%
- Summer décor of 96 American Flags along Las Olas
- Maintained Boulevard lighting ambiance to the delight of ALL visitors new and returning!
- Membership activities – targeted membership meetings, workshops, mixers, and committee involvement creating opportunities to advertise, cross promote and expand business reach!
- Increased influence and participation in local government.
- Increased community partnerships to benefit Association members.
- Increased advertising footprint for ELO businesses with Official Las Olas Map and Guide distribution expansion to include Palm Beach, Miami Dade, & Broward Counties plus Port Everglades Cruise Guide insertion.

The Association is committed to promoting our beautiful boulevard year round in a variety of ways including PR, advertising, and promotions campaigns.

### General membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 30,000 new and returning users per month)
- Eblast opportunities - 5500+ opt in emails (**2 week lead time required, limit 6 per year**)
- Unlimited Social Media posts – est. reach of more than 150,000 daily
- LasOlasBoulevard.com Featured business spotlight and homepage banners
- LOA Publicist Kevin Lane – press releases, additional media coverage
- Las Olas Map & Guide Listing with Advertising opportunity - 100,000 distribution
- Special Booth Opportunity for 55<sup>th</sup> Annual Christmas on Las Olas
- Inclusion in Networking mixers and marketing opportunities through LOA created events community partners.
- Las Olas Boulevard and Isles Magazine advertising discounts and inclusion

### \*Associate membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 30,000 new and returning users per month)
- Invites to networking mixers and special access to LOA opportunities and events.
- For businesses NOT located on E. Las Olas. Must be approved by Board of Directors as essential partners to Las Olas Boulevard Association members.

Las Olas Boulevard Association - PO Box 30013 Fort Lauderdale, FL 33303

[www.lasolasboulevard.com](http://www.lasolasboulevard.com)

954-258-8382



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PLEASE FILL OUT THIS FORM AND EMAIL TO:

[Info@lasolasboulevard.com](mailto:Info@lasolasboulevard.com)

Or Mail to Address below

*\*Associate Members Application must be approved by Board of Directors*

**Membership runs from Feb 1, 2017 – Jan 31, 2018 (no pro rating available)**

General Membership \$400 \_\_\_\_\_

Associate Membership \$1000 \_\_\_\_\_

Business Name/Physical Address: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_ # of Years at current address \_\_\_\_\_

**Primary Contact**

Name/Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Secondary Contact**

Name/Title \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Preferred Contact Method: \_\_\_\_\_

Website: \_\_\_\_\_

Reason for joining: \_\_\_\_\_

Interested in serving on a Committee? Circle one or more

Marketing\_\_\_ Membership\_\_\_ Volunteers\_\_\_ Christmas on Las Olas\_\_\_ Special Events\_\_\_

**Your Primary Contact person will be the person responsible to communicate your business information with the LOA Executive Director, Amber VanBuren.**



## **Important Membership Benefits Information**

**Website Details page:** Please email requested copy or photos to Executive Director and allow 5 business days for changes to go into effect. **Send under subject: LOA WEBSITE UPDATES**

**Eblasts:** All eblast requests need to be related to any event or promotion happening ON Las Olas Boulevard. Eblasts are applicable to paid LOA members ONLY. Please send images and or flyer with prepared copy to the Executive Director at least 2 weeks in advance. Limit 6 per year. **Send under subject: EBLAST REQUEST**

**Las Olas Boulevard and Isle Magazine:** The magazine is published by Fort Lauderdale Media Associates. You do not have to be a member to advertise in the magazine but LOA members receive special rates and opportunities. Please contact: [publisher@ftlauderdalemedia.com](mailto:publisher@ftlauderdalemedia.com) or log onto <http://ftlauderdalemedia.com/> (this is a Bi-monthly publication with issues in Feb, Apr, Jun, Aug, Oct, Dec 2017)  
7500+ COPIES TOTAL 6000+ COPIES VIA USPS DIRECT MAIL throughout the Las Olas Boulevard & Isles corridor + bonus Las Olas Association network distribution

**Official Las Olas Map & Guide:** Ads may be supplied by member or created at no additional cost to members. Please supply copy and hi res images by May 30, 2017. Ad spaces sells out quickly. Please reserve your space as early as possible in **email sent under subject: MAP & GUIDE**. (note: pricing goes up in 2017)

- Business card size = \$550
- Half Panel Ads = \$1000
- Full Panel Ads = \$1500 (BEST VALUE)

**Social Media Posts:** These may be posted next day or same day depending on urgency and information supplied. Please send email to Executive Director with subject: **LOA SOCIAL MEDIA REQUEST** (will be shared on facebook, twitter, and Instagram)

**LOA Publicist Kevin Lane:** Kevin writes column with a deadline of the 2<sup>nd</sup> week of each month. His coverage of Las Olas businesses is well respected and published in multiple newsletters and publications. If you are in need of a press release or have a release ready, please contact Kevin Lane at [klane@gate.net](mailto:klane@gate.net) (954) 536-3038.