

LOA Calendar of Events

Jan 5-6, 2019

- 31st Annual Las Olas Art Festival Part I

March 2-3, 2019

- 31st Annual Las Olas Art Festival Part II

April 5th, 2019

- 24th Annual Las Olas Wine & Food Festival

June - September 2019

- Las Olas Locals-Marketing Initiative

October 1, 2019

- Official Las Olas Map & Guide for 2019
(100,000 distribution must reserve by 5/30/19)

October 19-21, 2019

- Annual Las Olas Art Festival

Oct 31 – Nov 4, 2019

- Fort Lauderdale International Boat Show

November 10, 2019

- Exotics on Las Olas

December 3, 2019

- 57th Annual Christmas on Las Olas



Christmas on Las Olas

Christmas on Las Olas is the largest free outdoor holiday kick off party in South Florida.

Who We Are

About Us

Our mission is to promote and publicize East Las Olas Boulevard as a premiere international shopping, dining, arts and entertainment destination.

We are a non-profit membership organization comprised of business owners, property owners and residents, incorporating community & faith-based leaders.

Contact Us

Phone: 954-258-8382

Email: info@lasolasboulevard.com

Web: LasOlasBoulevard.com

Media Contact

1 + 1 Media

Phone: (954) 536-3038

Email: Andrea@1plus1.media

Executive Director

Amber VanBuren

Phone: 954-258-8382

Email: AmberV@lasolasboulevard.com



The Annual Las Olas Map & Guide boasts an impressive 100,000 distribution with ad opportunities for Association members only.



LAS OLAS ASSOCIATION

P.O. Box 30013

Fort Lauderdale, FL 33303

EAT | SHOP | ENJOY

17 BLOCKS OF SIDEWALK CAFES, WORLD CLASS SHOPPING, INTERNATIONALLY ACCLAIMED ART GALLERIES, FINE DINING, SIZZLING NIGHTLIFE, AND MORE!



3.8 MILES NORTH OF PORT EVERGLADES
5 MILES NORTH OF HOLLYWOOD/FORT LAUDERDALE INTERNATIONAL AIRPORT

LAS OLAS BOULEVARD IS A "MUST VISIT DESTINATION" WITH OVER THREE DOZEN BISTROS, CLUBS AND RESTAURANTS, OFFERING INDOOR AND OUTDOOR DINING, MAKING LAS OLAS A FOOD LOVERS PARADISE!

MORE THAN 75 SPECIALTY RETAIL SHOPS, WORLD CLASS ART GALLERIES, MUSEUMS, BEAUTY SALONS, SPAS, JEWELRY STORES, UNIQUE BOUTIQUES, INTERNATIONAL BANKING, PHARMACY, POSTAL SERVICES AND MUCH MORE MAKES LAS OLAS THE PLACE TO EAT SHOP AND ENJOY FORT LAUDERDALE.



LAS OLAS ASSOCIATION

[f](#) [t](#) [i](#) [g](#) [e](#) @LasOlasBlvd

LASOLASBOULEVARD.COM

The Las Olas Association has maintained a recognized level of leadership in the community for more than 55 years bringing world class events and thousands of visitors to downtown Fort Lauderdale year round.

Membership has its privileges!

How can membership benefit my business?

Custom web page on LasOlasBoulevard.com (avg. 20,000 new and returning users per month)

Eblast opportunities - 7000+ opt in emails (minimum 2-week lead time required, limit 6 per year)

Complimentary LasOlasBoulevard.com featured homepage adzone banners.

LOA Media Specialist-1 + 1 Media Inc. social media training and posts on LOA Platforms est reach of 175,000 per day.

Las Olas Map & Guide Listing with Advertising opportunity - 100,000 distribution in Tri County Area

Special **Members Only** Booth Opportunities for Annual Christmas on Las Olas celebration reaching nearly 50,000 spirited holiday shoppers

Networking mixers, workshops, marketing opportunities through LOA created events community partner inclusion.

Las Olas Boulevard and Isles Magazine advertising discounts and inclusion.

Multiple media opportunities as we maintain a source/ point of contact for City, County, and Mainstream Media.



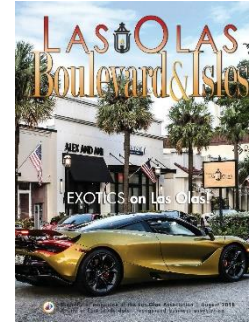
The Las Olas Art Fair in partnership with the Las Olas Association brings thousands of eager shoppers to Las Olas every year.

Las Olas Boulevard & Isles Magazine is a very popular resource to reach YOUR locals!

Contact:

ftlauderdalemedia.com

954-828-1337



General Membership \$400

All businesses physically located within the boundaries of Andrews Ave eastward to A1A (including side streets) are eligible to become general members. General members enjoy full membership benefits. Annual membership is from Jan 1 – Dec 31st and is valued at more than \$9800 for a mere \$33 per month. (website page included in general membership)

Associate Membership \$1000

Associate Membership is open to any business within the Las Olas general vicinity and includes: website listing, invites to networking events.

*Associate members must submit application to be approved by the Board of Directors

Applications available online:

www.lasolasboulevard.com/Association

Or email: info@lasolasboulevard.com

Las Olas Association Opportunities

LasOlasBoulevard.com is the official website of Las Olas Boulevard. The Association maintains the content & SEO boasting up to 4000 visitors per day during peak season.

Las Olas Boulevard and Isles Magazine is a partnership between Fort Lauderdale Media Associates and the Las Olas Association (LOA) to provide published content relating to Boulevard news, happenings, businesses, restaurants, and events.

Annual Concierge Appreciation Event– LOA hosts an annual event to engage and promote its members giving more than \$10,000 in prizes to South Florida Concierges.

LOA Social Media – LOA maintains and purchases advertising on Facebook, Twitter, & Instagram with additional presence on Pinterest, You Tube, & LinkedIn.

LasOlasLocals.com –Summertime Promotions targeting residents with special events and incentives. Statistics show Las Olas Boulevard is positioned within a mile radius of 91,000 social media users

LOA Eblasts - LOA Database of 7000 opt in emails inform our guests of upcoming events & news with an above avg. click rate of 20%

Registered Trademarks – LOA holds the trademark for our lantern logo & Christmas on Las Olas. Our logo is available for usage under terms and conditions guidelines to all members.

Official Las Olas Map & Guide – LOA produces and distributes 100,000 maps in what is considered the most popular printed promotional map in South Florida. The Las Olas Map & Guide highlights LOA members as preferred businesses and offers discounted advertising opportunities to its members.

Membership activities – targeted membership meetings, workshops, mixers, and committee involvement creating opportunities to advertise, cross promote and expand business reach!

Government Relations – LOA is your liaison for governmental relations and information on public policy affecting business operations, activities and overall business success. A strong presence in and support of local government is necessary for individual and collective successes.



The prestigious Las Olas Wine and Food Festival offers an upscale experience in hospitality and fine dining.