



## Las Olas Association 2019 Membership Application

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

Our 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.

As a self-governing group of active business owners and community leaders who see the value in working together to create a better boulevard, we are making an impact, building community, and helping our neighbors for more than 50 years!

The Las Olas Association is governed by a volunteer board of 12 directors and one contracted "Executive Director" to keep the "business" running. In 2019, we are committed to advocating for and promoting Las Olas Boulevard and its membership as an experiential destination for all who live, work, play, and stay in Fort Lauderdale.

### Las Olas Association Initiatives:

- **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 Association is committed to driving traffic to the boulevard year-round in a variety of ways including PR, advertising, events, and targeted promotional campaigns.

### General membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 20,000 new and returning users per month)
- Eblast opportunities - 7000+ opt in emails (**min 2-week lead time required, limit 6 per year**)
- LasOlasBoulevard.com homepage ad zone banners with click thru link
- LOA Social Media Specialist – 1+1 Media – offering additional social media posting and training for LOA member businesses and staff. est. reach of more than 175,000 daily (**Limited 10 hours per year**)
- Las Olas Map & Guide Listing with Advertising opportunity - 100,000 distribution
- Special Booth Opportunity for 57<sup>th</sup> Annual Christmas on Las Olas scheduled for Dec 3, 2019
- Inclusion in Networking mixers and marketing opportunities through LOA created events community partners.
- Las Olas Boulevard and Isles Magazine advertising discounts and feature opportunities.

**The Association reserves the right to postpone or decline your eblast of social media request based on relevance, current events, and time of year.**

### \*Associate membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 20,000 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.



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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 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: \_\_\_\_\_

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\_\_\_

**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.**



## Important General Membership Benefits Information

**General Membership Boundaries:** West to East, Andrews Ave – A1A and North to South, Broward Blvd to New River

**Membership runs from Jan. 1 - Dec 31:** Membership benefits are valued \$9800\* + per year. Your reduced cost of \$400 per year breaks down to \$33 per month and includes:

**Website Details page:** Please email requested copy or photos to [Support@gatman.com](mailto:Support@gatman.com) and allow 5 business days for changes to go into effect. **Send under subject: LOA WEBSITE UPDATES (\$1200 value\*)**

**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 \*LOA reserves the right to reject content based on relevancy to creating traffic for Las Olas Boulevard. (\$1800 value\*)**

**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/Mar, Apr/May, Jun/Jul, Aug/Sep, Oct/Nov, Dec/Jan)  
7500+ COPIES TOTAL 6000+ COPIES VIA USPS DIRECT MAIL throughout the Las Olas Boulevard & Isles corridor + bonus Las Olas Association network distribution **(\$1200 value\*)**

**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, 2019. Ad spaces sell out quickly. Please reserve your space as early as possible in **email sent under subject: MAP & GUIDE. (\$2000 value\*)**

- Business card size = \$559
- Half Panel Ads = \$999
- Full Panel Ads = \$1599 (BEST VALUE)

**Social Media:** LOA sub-contracts social media to 1+1 Media. Social Media promotions/inclusion/mentions/requests may be posted next day or same day depending on urgency, relevancy, and information supplied. Please email [Andrea@1plus1media](mailto:Andrea@1plus1media) with subject: **LOA SOCIAL MEDIA REQUEST** (will be shared on but not limited to Face book, Twitter, and Instagram, YouTube, LinkedIn as applicable) **\$3600 value\***

**Special Events:** LOA currently hosts a total of 6 street closure events per year. The Association offers varying opportunities for involvement based on event production team and state permitting guidelines. LOA members receive discounted or complimentary inclusion based on nature of event and event sponsorship guidelines. These world class events held on Las Olas are a luxury provided by your Las Olas Association to drive traffic to the street and your business.

**NON-Members:** You may join the Association at any time throughout the year. The membership fee is pro-rated **ONLY for NEW Businesses opening on Las Olas Boulevard and/or within LOA recognized boundaries.**

\*Value calculations based on average pricing for PR Agencies and/or Media Companies.