



2026

# LAS OLAS ASSOCIATION

## MEMBERSHIP PACKAGE

# WELCOME

to the Las Olas Association



**Hey there!**

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

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

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

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

**Let's get started!**

# LAS OLAS ASSOCIATION

The Las Olas Association has maintained a recognized level of leadership in the community for more than 62 years, bringing world-class events and thousands of visitors to Downtown Fort Lauderdale year-round.

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

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

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

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

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

# MEMBERSHIP TYPES

We are dedicated to supporting businesses on Las Olas Boulevard by inviting residents and visitors of South Florida to eat, shop, enjoy, live, and stay. Our Memberships were built with every business in mind to expand our community and share what makes Las Olas Boulevard what it is today.

## **General Membership | \$500**

Members are accessible to the public (excluding employees) without invitation or prior arrangement. Members at the General level are engaged in a licensed retail business, service, or profession near or on Las Olas Boulevard. Members have the right to vote on items promoted through the Board of Directors on issues relevant to the Membership as a whole. Members are invited to and notified of all General Membership meetings. Members must be within the Boundaries as outlined in the bylaws.

## **Associate Membership | \$750**

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

## **Partner Membership | \$1,000**

Members are Residential Communities/Community Associations (Condominiums and Rental Complexes) or those businesses that do not fall within the guidelines of General or Associate memberships. Membership at the Partner level may be considered if the applicant is either within or outside of the Boundaries as outlined in the bylaws. Members provide and/or promote goods or services to the merchants and residents of Las Olas Boulevard. This level strictly acts as an Advisor to the Board and has no voting rights.

# THE PERKS OF MEMBERSHIP

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



## The Big Three

### **LAS OLAS BOULEVARD WEBSITE**

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

80% of users visit the [Explore page](#)

66% of traffic is organic

25% of traffic is direct—users are coming straight to our website!

**Custom Landing Page** | Customize your landing page with information about your business including a bio, description, hours of operation, links to your website, contact information, and more. Update as necessary!

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

*A La Carte:*

#### **Digital Banner Ads** |

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

# The Big Three

## SOCIAL MEDIA PRESENCE



The Las Olas Association maintains a strong social media presence with thousands of daily views from local residents and visitors around the world. Our platforms reach **35,000+ Instagram followers and 25,000+ Facebook followers**, offering valuable exposure for member businesses through events, features, and ongoing content.

**Posts & Stories** | Receive up to 6 posts annually dedicated to promoting your business. Images and videos must be print-ready with a one-week notice before the publication date. We will share your content and re-post stories tagged with @LasOlasBlvd.

*A La Carte:*

### **Content Collection** |

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

### **Custom Reels** |

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

### **Social Media Blast** |

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

# The Big Three

## MONTHLY NEWSLETTERS

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

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

*A La Carte:*

**Exclusive Newsletter** |

Receive a dedicated newsletter exclusive to your business, event, or promotion. This is a great way to remind our audience of the offerings by being the sole contributor to the content. Members are allowed up to 3 Exclusive Newsletters per year.

## Additional Benefits

### LAS OLAS BOULEVARD & ISLES MAGAZINE

Over 12,500 copies are delivered to every home in Downtown, East Las Olas Boulevard, and the Las Olas Isles corridor. Every publication comes with social media promotion and is featured on our website.

**Member Spotlight** | We give special mentions to our Members in each issue. Members are on a rotating basis.

**Member Discount** | Reach the residents and seasonal visitors of Fort Lauderdale with a tailored ad in the Las Olas Association's official magazine. Members receive special rates for all ad sizes and frequency. Contact [tracy@lasolasmag.com](mailto:tracy@lasolasmag.com) to learn more about ad creation, prices, and specifications.

# Additional Benefits

## KEEPING THE BOULEVARD BEAUTIFUL

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

### **Flag Wave on Las Olas |**

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

## GOVERNMENT RELATIONS

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

## COMMUNITY OUTREACH & NETWORKING

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

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

**Christmas on Las Olas** | Member Rates | Tuesday, December 1st, 2026

Broward County's largest free family event in Fort Lauderdale hosted by the Las Olas Association! Businesses may purchase a booth that includes a 10x10' white tent, a 6' table, and two chairs. Sponsorships are available and include a 3 month digital marketing package.

**Las Olas Wine & Food Festival** | Free to participate | Friday, April 24th, 2026

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

**Las Olas Art Fair** | Free to attend | Jan 3-4, Feb 28 - Mar 1, October TBD

## **Christmas on Las Olas**

**TUESDAY, DECEMBER 1<sup>ST</sup>, 2026**

Christmas on Las Olas is one of the Boulevard's most anticipated annual events, bringing together families, residents, and visitors for an evening that celebrates community, tradition, and local business. Beyond the festive experience, the event plays a meaningful role in driving foot traffic, extending visitor dwell time, and introducing thousands of attendees to the businesses that make Las Olas a destination year-round.

**22,000+ guests**

**1.5 hours avg dwell time**

**88% of visitors from the tri-county area**

**60+ local vendors**

## **Las Olas Wine & Food Festival**

**FRIDAY, APRIL 24<sup>TH</sup>, 2026**

The Las Olas Wine & Food Festival, hosted by the American Lung Association, is a celebrated event that draws food and wine lovers from across the region.

Restaurants on the Boulevard are invited to participate for free, showcasing their culinary talents to thousands of attendees. Beyond the tasting experience, this festival helps drive significant foot traffic, extends visitor dwell time, and introduces new guests to the diverse dining and retail offerings that make Las Olas a vibrant destination year-round.

**11,500+ guests**

**2 hours avg dwell time**

**72% of visitors from the tri-county area**

## **Las Olas Art Fair**

**JANUARY, MARCH, OCTOBER**

Held three times a year and produced by Howard Alan Events, the Las Olas Art Fair brings a lively celebration of art and culture to the Boulevard. Each weekend, the event attracts large crowds of art enthusiasts who explore the area, creating increased foot traffic and opportunities for local businesses to engage new visitors.

**37,000+ guests**

**1.5 hours avg dwell time**

**72% of visitors from the tri-county area**

**24% of visitors from out of state**