

**AGENDA
REGULAR MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

April 8, 2019

**CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301**

3:30 P.M.

- | | | |
|-------|---|---|
| I. | Call to Order/Roll Call
Quorum | Greg Cook
BID Vice-Chairperson |
| II. | Approval of BID Regular Minutes <ul style="list-style-type: none">• March 11, 2019 | Greg Cook
BID Vice-Chairperson |
| III. | State Road A1A Project Update | Thomas Green
Beach CRA |
| IV. | PRIDE Fort Lauderdale 2019
Post Event Presentation | Miik Martorell and
J.W. Arnold |
| V. | Holiday Event Discussion | Luke Freeman
Three Circle Production |
| VI. | BID Manager Update <ul style="list-style-type: none">- Great American Beach Party Update- FY18 Air Show Financials | Dan Barnett
BID Manager |
| VII. | Communications to the City Commission | Greg Cook
BID Vice-Chairperson |
| VIII. | Old/New Business | Cija Omengabar
CRA Planner |

THE NEXT REGULAR BID MEETING WILL BE HELD, **May 06, 2019**

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

Note:

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.

DRAFT
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
MARCH 11, 2019, 3:30 P.M.

MEMBERS	September 2018 – August, 2019				
		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	4	1	1	0
Ritz Carlton Hotel <u>Greg Cook</u> , Vice Chair	P	4	1	1	0
The Westin Ft Lauderdale Beach <i>Vacant</i>	A	0	5	0	1
Marriott Courtyard <u>Michael Fleming</u> (arr. 3:33 p.m.) David Hankins, Alternate	P	4	1	1	0
B Ocean Fort Lauderdale Carlos Salazar	A	3	2	0	1
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	4	1	1	0
Beach Redevelopment Adv. Board <u>Mike McManus</u>	P	4	1	0	1
Bahia Mar <i>Vacant</i>	A	3	1	0	1
Conrad Hotel, CFLB Partnership LLC <u>Chintan Dadhich</u>	P	4	1	1	0

Staff

Cija Omengabar, CRA Planner
Lizeth DeTorres, Administrative Aide
Dan Barnett, BID Manager
Lisa Tayar, Prototype, Inc.

Guests

Thomas Jean Bart, PSC Ambassador
Steven Green, Bahia Mar

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order at 3:32 p.m. At this time there are 7 appointed members to the Board, which means 4 would constitute a quorum.

It was noted there was a quorum.

II. Approval of BID Regular Minutes

- **January 14, 2019, Regular Meeting**
- **January 25, 2019, Special Meeting**

Motion made by Vice Chair Cook, seconded by Ms. MacDiarmid, to approve the minutes of the January 14, 2019 and the January 25, 2019 meetings as presented. In a voice vote, the motion passed unanimously (5-0).

[Mr. Fleming arrived at 3:33 p.m.]

III. Ambassador Beach Service Program – Thomas Bart, Supervisor

- **Quarterly Report**

Mr. Bart explained the Ambassador program, noting it provides customer service to businesses and information to visitors. The Ambassadors also help direct traffic and are the eyes and ears of the Police Department.

Mr. Bart referred to a written report, noting there have been three or four incidents when the Ambassadors had to call the Police Department.

Chair Fernandez confirmed the regular coverage hours on Fridays, Saturdays, and Sundays, including two officers and Mr. Bart in a vehicle. Mr. Bart said that the coverage is increased during Spring Break.

The most commonly patrolled locations are determined by the number of people in certain areas. They go to specified locations (such as restrooms) at designated times, but are almost always found on SR A1A between Las Olas Boulevard and around the Beach Place area. Visitors ask many questions about restaurants, parking locations, and hours.

Mr. Bart said that he encourages the Ambassadors to talk to about 50 people a day. Visitors from Las Olas Garage now know how to navigate the area and find businesses.

In response to a question by Chair Fernandez, Mr. Bart stated that there are far fewer homeless people on the beach during the overnight hours. They do a full sweep in the morning, waking anyone who is sleeping on the beach. Aside from the vehicle, staff is on foot and bicycles.

Discussion ensued about the lack of signage on the beach leading to confusion among visitors. Mr. McManus said the BRB is pushing for more permanent signage in the area. Mr. Barnett reported he will continue to meet with Jeff Davis and several other people from the Transportation and Mobility Department regarding the signage project.

Mr. Barnett wondered if there needed to be a welcome center in the new park where people could talk to an Ambassador. The kiosks (electronic concierges) at the park and the garage are live.

Chair Fernandez remarked that the wrap boxes should be decorative, rather than informative so that they do not become obsolete, and Mr. Barnett suggested that they be ready to rewrap the boxes when the beach opens in November. He offered to bring a proposal on the boxes to the April meeting.

Mr. Bart thought the Ambassador hours were sufficient based on feedback from businesses and his own observation. He believed that the Police Department also performs a sweep of the beach in the morning between 3:00 and 7:00 a.m. If needed, the program could add hours as they go along.

Mr. Barnett stated he gets a monthly report on the Ambassador, and he recommended moving to a quarterly presentation to the board. He will email the monthly reports to board members.

Mr. Bart said they do receive calls from the Bonnet House, where they have found homeless people in the back. They now check it regularly.

Mr. Barnett will order more myfortlauderdale.com cards. Some people had suggested the cards be larger, but marketing people said the size is good, particularly for the target market of 30-year-olds.

Steven Green, Director of Sales and Marketing for Bahia Mar, introduced himself, noting he will soon be the official BID alternate representative for Bahia Mar.

IV. BID Manager Update – Dan Barnett, BID Manager

- **SOBEWFF – Traffic Issue**

Mr. Barnett reported traffic issues due to conflicts with the PRIDE parade:

- Only one valet out of four could make it to the Gala event property due to

congestion

- No ice – delivery stuck in traffic for 45 minutes
- Vice Chair Cook said they closed off SR A1A on one side and guests could not get into or out of his hotel. This lasted for several hours
- All hotels were affected

Chair Fernandez suggested a meeting with Mr. Hart to plan for next year and to vet the plan for street closings to make sure everyone can get in and out. They should not have two big events on the beach at the same time. It was also noted that the water taxi was giving out incorrect information about where to disembark for the Pride parade.

Chair Fernandez recommended a formal Communication to the City about the issues that need to be addressed. Members can send ideas/feedback to Mr. Barnett.

- **Pride Fort Lauderdale** (Already addressed)
- **Scooters Update**

Mr. Barnett said he has not been seeing many scooters on Las Olas Boulevard, and Chair Fernandez saw just a few coming east on Sunrise Boulevard. It will probably worsen when local schools are out for the summer because students typically ride them from the beach to home.

Mr. Barnett said there is a potential safety issue when the scooter's power shuts off, such as when it is in an intersection.

- **Expedited Special Events**

Mr. Barnett advised that the unloading of tents from trucks needs to be done on a side street with traffic control – the trucks should not stop on the east side of SR A1A (northbound).

Vice Chair Cook said he had a problem when the City asked for the property owner to sign for the permit – but the City Attorney allowed him to sign instead. That needs to be changed. Another issue that needs attention is that person signing the permit to build on public land should be the City of Fort Lauderdale.

There are antiquated rules which need to be updated, and the City is addressing them.

- **Holiday Lights & Display 2019 Season Plans**

Mr. Barnett reported he met with representatives from Winterfest, who really liked the idea of having a major holiday destination on the beach that they can activate as part of Winterfest. They also liked the VIP location at the garage for the Winterfest boat parade, and the rental has been decreased to \$1,000. He suggested having someone

from the Transportation and Mobility Department present at a future board meeting since they are handling the infrastructure improvement project in the South Beach park, the rental of the new garage, and are responsible for much of the signage.

Winterfest is working with a third party to activate the park, and that company will soon put in a concept bid. He explained they want to have a digital tree concept rather than an old-fashioned “Santa’s Enchanted Forest.” The vendors would be more similar to a European market rather than a carnival. One issue with the park location would be the lack of fencing to control admission.

Mr. Barnett said Winterfest wants a third-party company to produce, fund, activate it, and make it a big part of Winterfest. The grand opening of the park is October 15 and that could be the light-up day. Chair Fernandez expressed concern about having a big event dependent on the construction schedule in case there are delays.

Chair Fernandez confirmed they want Mr. Barnett to explore opportunities with Winterfest, Hard Rock, etc., but to stay away from tying it to the grand opening of the park.

Mr. Barnett brought up the Food and Beverage program on the beach, noting that nobody is enrolled. Chair Fernandez recounted the various reasons for delays from BID members, such as seasonal considerations and restaurant renovations. Others said it did not make sense to deliver the food to the lifeguards, which the City required.

Chair Fernandez asked Mr. Barnett to meet with Mr. Morris about modifying the application, eliminating costs, and delivering directly to the customer.

V. Communications to the City Commission - None

VI. Old/New Business – Cija Omengebar, FRA-RP

- **April Agenda Item Recommendations**

The following were requested:

- Post-Pride presentation
- 2020 Super Bowl-related events
 - Parks and parking garage activation

- **Budget Workshop Discussion Scheduled in May**

Planning to have all presentations at the same time is probably not practical, since there will typically be cancellations and new requests. The suggestion was made to have the repeat events (Air Show, Beach Majors, and Friday Night Sound Waves) present once a year.

Chair Fernandez said they have to update the applications with financial information because there will not be a huge surplus of funds to give out, especially in light of the \$750,000 commitment for the infrastructure improvements in Fort Lauderdale Beach Park.

Ms. Omengebar stated that the Air Show did not provide adequate financials to the City – they only reported on the money received from the BID. Mr. Barnett said the Convention and Visitors Bureau (CVB) is now receiving all the post-event reports from anything they fund.

Chair Fernandez mentioned that the CVB is not going to support the SOBEEFF next year, so the BID will have to discuss future support. The CVB is supporting a new event, the Great Fort Lauderdale Wine and Food Festival. Vice Chair Cook thought the BID contribution was negligible when compared to the benefit to the restaurants.

Discussion returned to when to have the budget workshop, and Ms. Omengebar said it has to be in May due to City deadlines. After discussion, they decided to reschedule the regular BID meeting to May 6 and combine it with the workshop at 2:00 p.m.

Mr. Barnett asked for feedback on the three street closures in the past few weeks on SR A1A. Chair Fernandez said it was an inconvenience, but because of the time of day, it was not a “disaster.” The street closure during the Pride event was much worse.

Regarding Friday Night Sound Waves, Mr. Barnett asked if they should have postponed the beginning until after Spring Break. The input was to do so the next year (April).

Upon motion duly made and seconded, the meeting adjourned at 4:40 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

Ambassador Program Report – Thomas Hart

pride
FORT LAUDERDALE



Carnaval

FEB 21-24 2019

FORT LAUDERDALE BEACH



PRIDEFORTLAUDERDALE.ORG

FORT LAUDERDALE BEACH BUSINESS IMPROVEMENT DISTRICT

MONDAY, APRIL 8, 2019, 3:30PM

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PRIDE FORT LAUDERDALE 2019

- EXPANDED FOUR-DAY SCHEDULE
- MULTIPLE SATURDAY EVENTS AT BARS, RESTAURANTS AND HOTELS
- BEAR BEACH BASH AT SEBASTIAN BEACH
- DRAG BRUNCH WITH SOBE WINE & FOOD FESTIVAL AT RITZ-CARLTON
- FIRST PARADE ON A1A IN CITY HISTORY
- BLOCK PARTY ON FIFTH STREET
- BEACH FESTIVAL ON SUNDAY





ESTIMATED ATTENDANCE

- STONEWALL GALA 350
- DRAG BRUNCH 550
- BEACH PARTY 1,000
- STREET PARTIES 1,000
- PARADE 30,000
- BLOCK PARTY 2,500
- BEACH FESTIVAL 20,000





GUEST SURVEY RESULTS

- LOCAL 82% / OUT-OF-TOWN 18% (INTL. <1%)
- AVG. OVERNIGHT STAY - 2.6 NIGHTS
- HOTEL 31%/GUESTHOUSE 7%/AIR BNB 8%
- OTHER (FRIENDS / FAMILY) 54%
- STAYS > 3 NIGHTS - 100% CHOSE HOTELS
- MOST CITED OUT-OF-TOWN HOME ZIPS:
BOSTON/NEW ENGLAND, SO. CALIFORNIA





EST. ECONOMIC IMPACT

- LOCAL SPENDING

24,600 X \$75.75/DAY¹ \$1,864,188/SAT
16,400 X \$75.75/DAY \$1,242,300/SUN

- OUT-OF-TOWN SPENDING

5,400 X \$151.55/DAY¹ \$818,370/SAT
3,600 X \$151.55/DAY \$545,580/SUN

- HOTEL ROOM REVENUE

558² X \$186.55/DAY³ \$104,095⁴

- **WEEKEND TOTAL** **>\$4,575,533**

¹ Spending based on figures provided by the GFLCVB for LGBT+ visitor average spending. Local spending calculated at 50% of daily average for out-of-town guest.

² Calculated based on 3,600 out-of-town guests x 2.6 room nights x 31% who reported staying in hotels.

³ Average nightly hotel rate in April 2018 as reported by the GFLCVB.

⁴ Does not include revenue generated through AirBnB and other alternate accommodations.



PRIDE OF THE AMERICAS 2020[®]

Greater Fort Lauderdale
April 21–26, 2020



A VERY SPECIAL CELEBRATION

- 350,000 VISITORS FROM ALASKA TO ARGENTINA
- MORE THAN 30 EVENTS CELEBRATING LGBT+ CULTURE
- TRADITIONAL PARADE AND BEACH FESTIVAL
 - PERFORMING ARTS FESTIVAL & DAILY SUNSET CONCERTS
 - BUSINESS & TRAVEL CONFERENCES/EXPOS
 - DRAG BRUNCH & BEACH PARTIES
 - COMMUNITY SERVICE EVENTS
- HOPE TO ASSUME TORTUGA SITE FOLLOWING FESTIVAL
- A-LIST ENTERTAINMENT



PRIDE OF THE
AMERICAS 2020®

Greater Fort Lauderdale
April 21–26, 2020

2020 BID FUNDING REQUEST

- \$125,000 GRANT TO SUBSIDIZE STAGE & EXPANDED FESTIVAL INFRASTRUCTURE COSTS
- ALLOW FOR ACTIVATIONS ON BEACH ALL WEEK LONG
- 350,000 ESTIMATED ATTENDEES / 30 EVENTS
- \$325,419,500 EST. ECONOMIC IMPACT



Greater Fort Lauderdale
April 21–26, 2020

THANK YOU!



Greater Fort Lauderdale
April 21–26, 2020



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

1. #Legal Name of Applicant (First Name, Sur Name):

James Arnold

2. #Registered business name and Form of Business Entity (a–c):

a. #Registered Business Name:

Greater Fort Lauderdale Pride, Inc.

b. #s the company doing business under another name, if yes, list name(s):

Pride Fort Lauderdale

c. #Mark (X) near applicable business structure: &

-Sole Proprietorship &

-Partnership

-Corporation &

-S Corporation

-Limited Liability Company (LLC)

3. #Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Miik Martorell ! ; President

4. #Name of Event/Project/Proposal:

Pride of the Americas

5. #Location of Event – Provide description and location map or site plan:

Beach Festival - Fort Lauderdale Beach Park (Footprint of Tortuga Music Festival)
Parade - SRA1A, Beach Parties - Sebastian Beach

6. #List all the dates associated with this event:

a. #Set-up date(s): Tuesday, April 21, 2020 (assuming Tortuga site)

b. Event date(s): Tuesday, April 21 - Sunday, April 26, 2020

c. #Break-down date(s): Monday, April 27 - Thursday, May 1

7. #Hours of Operation: April 24 and 25, 12 pm - 10 pm; Sunday, April 26, 12pm - 8 pm

8. #Projected attendance: 350,000 over weekend

9. #Cost to attendees: FREE Admission

10. Total Cost of Event: \$1,915,000

11. Amount Requested from BID: \$125,000



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

- 12.** Indicate what the requested amount will be used for:

Stage and Festival Infrastructure Rental, Sound, Production Expenses

- 13.** List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Greater Fort Lauderdale Convention & Visitors Bureau - \$500,000 pending,
Broward Cultural Division - \$25,000 application in process, Corporate Sponsorships - \$175,000 proposals being circulated, Events (Tickets, Beverage Sales, etc.) - \$1,069,000

- 14.** Proposed Activities Planned (Attach a narrative if necessary):

See attached proposal.

- 15.** BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

This is a one-time event that is significantly larger than previous Pride Fort Lauderdale festivals. In 2021, we will return to the traditional Pride Fort Lauderdale event and dates in late February and future funding requests will be in line with previous levels in 2017 (\$20,000), 2018 (\$30,000) and 2019 (\$40,000).

- 16.** Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.

In conjunction with the Greater Fort Lauderdale Convention & Visitors Bureau, we anticipate a total economic impact of more than \$325,419,500, based on predictions of 350,000 participants, with approximately one-third coming from outside the United States for a 5-day stay.

- 17.** Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

See attached documentation.

- 18.** Explain in detail how the proposed event will aid in the BID’s efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.

See attached documentation.



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

19. Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

See attached documentation.

20. BID SPONSORSHIP TERMS: Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] if agree with terms (a-c).

The BID logo will be included in all promotional materials, signage, collateral and online marketing materials, consistent with previous acknowledgements for Pride Fort Lauderdale sponsorships.

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANNOUNCEMENTS, ETC.



B. BID MANAGER WILL REVIEW AND APPROVE

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. Applicant shall mark [X] should if understands and agree with the following statements:

- I will request BID Logo in appropriate format for marketing purposes. &

- I will provide a PowerPoint Presentation of the event or project to the BID Committee & 90 days prior to the proposed event or project. &

- I have completed a new vendor application form to the City of Fort Lauderdale. &



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

-
- I have completed a W-9 form with the City of Fort Lauderdale. &
 - If BID Committee recommends approval of funding, I will attend the schedule City & Commission meeting of which this item will be reviewed to answer any questions City Commission may have.
 - If City Commission approves funding, I will submit an executed Grant Participation & Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale

City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if & approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.
- If City Commission approve BID Funding, and after the event or project is complete, I & will provide a post event financial overview powerpoint presentation to the BID Committee.
- I understand that within ninety (90) days of the close of the applicant's fiscal year, a & financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID

Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: P.O. BOX 23686
FORT LAUDERDALE, FL
ZIP CODE: 33307
OFFICE PHONE: 754-222-2234
CELL PHONE: 202-528-1275
EMAIL ADDRESS: JW@PRIDEFORTLAUDERDALE.ORG

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
 - ATTACHED LOCATION OR SITE MAP
 - ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/ MARKETING EFFORTS
 - AS APPLICANT I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT.
- (OR)**
- NOT AUTHORIZED TO SIGN AGREEMENT;

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY.

Name should be the same as → question #3

JAMES ARNOLD

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Greater Fort Lauderdale Pride, Inc.
CO-EXECUTIVE DIRECTOR

COMPANY NAME & APPLICANT TITLE

TUESDAY, APRIL 2, 2019

DATE SIGNED

NAME: MIIK MARTORELL
TITLE: PRESIDENT

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDDING AGREEMENT, APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT LAUDERDALE.**



PRIDE OF THE AMERICAS 2020

Greater Fort Lauderdale
April 17–26, 2020



**Greater Fort Lauderdale Pride, Inc.
D/B/A Pride Fort Lauderdale and
Pride of the Americas**

ADDRESS

P.O. Box 23686
Fort Lauderdale, FL 33307

CONTACT

Miik Martorell, President
754-222-2234
miik@pridefortlauderdale.org

VISIT US

pridefortlauderdale.org
Twitter.com/pridefortlaud
Facebook.com/pridefortlauderdale
Instagram.com/pridefortlauderdale

LEGAL STATUS

Greater Fort Lauderdale Pride, Inc. is a 501(c)3 nonprofit, charitable organization as determined by the Internal Revenue Service and is a registered nonprofit corporation in the state of Florida.

ORGANIZATION

Greater Fort Lauderdale Pride, Inc. is a volunteer run, membership organization with a volunteer board of directors and two part-time co-executive directors.

PRIDE

OVERVIEW

Greater Fort Lauderdale has a unique opportunity to host the very first Pride of the Americas festival in April 2020. This 10-day event, expected to attract more than 350,000 people from Alaska to Argentina, will include cultural and human rights programs, LGBT+ health and lifestyle conferences, an international arts festival and concerts, and a parade.

WHY FORT LAUDERDALE?

Not only is Greater Fort Lauderdale one of the premier tourist destinations in the United States, it is a diverse and welcoming community with one of the largest concentrations of LGBT+ households in the nation, according to the U.S. Census Bureau.

There are hundreds of LGBT+ owned businesses in Greater Fort Lauderdale, including retail boutiques, restaurants, coffee houses and world-famous bars and nightclubs. The Wilton Manors entertainment district is bustling seven nights a week with options for all members of our community, including gay men, lesbians, seniors, people of color, people in recovery and the leather, bear and transgender communities.

Broward County is also the most diverse county in the state of Florida and the second most diverse county in the United States: More than 58 percent of our population are minorities and 32 percent were born in more than 100 countries. Approximately 79 percent of our foreign-born residents are from Latin America, including large communities of immigrants from Cuba, Brazil and Colombia.

Greater Fort Lauderdale is a community that celebrates diversity and inclusion in every way, each and every day, where Pride is our daily way of life. More than 1.5 million LGBT+ travelers from around the world visited Greater Fort Lauderdale last year.

1

MAKING A DIFFERENCE

Because South Florida is the gateway to the Caribbean and Latin America. Pride of the Americas 2020 in Greater Fort Lauderdale offers a rare opportunity to attract and engage LGBT+ attendees from Central and South America and, for the first time, the Caribbean.

We are committed to using this celebration to strengthen the LGBT+ communities and the Pride movement in these regions, where sexual minorities are still sometimes ostracized and worse, criminalized, just for being who they are and living their truths.

Our Human Rights Conference, featuring internationally-recognized activists, artists and authors, will focus global attention on the discrimination and persecution our family and friends in these countries face every day.

In addition, we will also partner with local and national health, education and advocacy organizations to spotlight the shared issues faced by LGBT+ youth, families, and seniors, as well as the transgender community.

South Florida is home to the internationally-recognized Stonewall National Museum and Archives, World AIDS Museum and Educational Center, regional AIDS Healthcare Foundation headquarters and dozens of non-profit organizations and agencies providing a wide range of services to the LGBTQ community.

2

fiercé

PROPOSED EVENTS

Opening Ceremonies and Concert

Seminole Hard Rock Hotel & Casino, Hollywood

LGBT+ Business Expo

Presented by the Greater Fort Lauderdale LGBT Chamber of Commerce

LGBT+ Arts Festival

Showcasing Regional LGBT+ Theater, Music and Visual Arts Organizations

LGBT+ Health, Education and Opportunities Conference

Partnerships with Local Universities, Local and International Advocacy Organizations, and Corporate Partners

Family Pride

Family Activities planned in Partnership with Museum of Discovery and Science, P-FLAG, and South Florida Family Pride

Southern Comfort Conference

The Largest Transgender Lifestyle Conference in the World

Daily Sunset Concerts

Featuring Local, National and International Performers

Float Fest Beach Party

Bring your Rafts for a Fun Day on the Water at Sebastian Beach

Pride Nights on the Drive

Local Entertainment and Nightlife in Wilton Manors and Oakland Park

Dance Parties and Social Events

Sanctioned Special Events for Diverse Segments of Community

Pride of the Americas Parade and Beach Festival with Fireworks

Signature Events featuring World Class Entertainers on Fort Lauderdale Beach

3

PARTNER ORGANIZATIONS

It is our vision that Pride of the Americas will touch each and every community in Broward County. In order to execute an ambitious 10-day schedule of events, committed business and community partners will be required. Confirmed and/or proposed partners include:

Government & Public/Private Partnerships

Broward County
Broward County Cultural Division
Broward County Public Schools
City of Fort Lauderdale
City of Wilton Manors
Fort Lauderdale Beach Business Improvement District
Greater Fort Lauderdale Convention & Visitors Bureau

Local Pride Organizations

Florida Youth Pride Coalition
Gay8 "Gay Ocho" LGBT Festival
Miami Beach Pride
Palm Beach PrideFest
South Florida Caribbean Pride
Stonewall Street Festival

LGBTQ+ Organizations

Broward Art Guild
Equality Florida
Gay, Lesbian, Straight Education Network (GLSEN)
Gay Men's Chorus of South Florida
Greater Fort Lauderdale LGBT Chamber of Commerce
International Gay and Lesbian Travel Association
Island City Stage
Lesbian and Gay Band Association

5

National Gay and Lesbian Chamber of Commerce
Original Fort Lauderdale Gay Men's Chorus
OUTshine LGBT Film Festival
Poverello
Pride Center at Equality Park
Pridelines Youth Services
SAGE – Services and Advocacy for GLBT Elders
South Florida Pride Wind Ensemble
South Florida Symphony
Southern Comfort Conference
Stonewall National Museum and Archives
SunServe
Sunshine Cathedral Metropolitan Community Church
TransSOCIAL

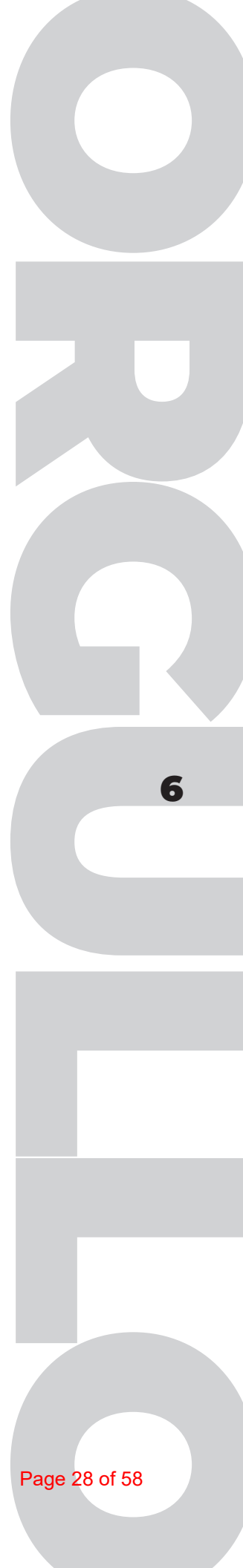
World AIDS Museum and Educational Center

Community Organizations & Businesses

Greater Fort Lauderdale Chamber of Commerce
Key West Business Guild
Riverwalk Fort Lauderdale
RSVP / Atlantis Cruises
Seminole Hard Rock Hotel and Casino
Wilton Manors Entertainment Group
Winterfest Boat Parade

Media

HotSpots Magazine
iHeart Media
NBC Comcast
OUTclique Magazine
South Florida Gay News
Wire Magazine



MARKETING

Pride Fort Lauderdale has a long and successful relationship with the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB). In 2019, the GFLCVB will be the presenting sponsor of Pride Fort Lauderdale's "Carnaval" celebration and in 2020, a premier level sponsor of the Pride of the Americas.

Integrated Marketing campaigns (Public Relations, Marketing, Advertising on all platforms including digital, broadcast, and social media) are a hallmark of the GFLCVB and form a key element of the Pride of the Americas marketing efforts. From airline partnerships that create marketing gateways throughout all of North America, as well as Central and South America, Europe and the Middle East, to media partnerships that target potential attendees through every step of the purchase pathway, no destination markets better than GFLCVB. Campaigns will be geo-targeted to attract potential attendees, while the awareness campaign will proudly promote Greater Fort Lauderdale as the host of the first Pride of the Americas in 2020.

PRIDE TOUR

Pride Fort Lauderdale, with the support of the GFLCVB marketing campaigns, will promote Pride of the Americas during its annual Pride Tour. In the year leading up to our 40th anniversary celebration on Fort Lauderdale beach, members of the board launched the very first Pride Tour, traveling at their own expense and volunteering for nearly two dozen Pride festivals across the country. In addition to building good will and promoting Pride Fort Lauderdale, the Pride Tour allowed our board members to observe and adapt best practices for our new format on the beach. Pride Fort Lauderdale continued the Pride Tour in 2017 and 2018 and, in 2019 will promote Pride of the Americas at Pride festivals both large and small in the United States, Canada, and Latin America.

The Pride Fort Lauderdale team has traveled more than 165,000 miles and engaged with more than 25 million people in the first three years of the Pride Tour.

MEDIA PARTNERSHIPS

Over the past two years on Fort Lauderdale Beach (and again in 2019), Pride Fort Lauderdale secured key broadcast, print and digital media sponsorships worth tens of thousands of dollars. For an international event, such as a Pride of the Americas, we will expand on these sponsorships and seek new national and international media partners.

Pride Fort Lauderdale will continue its current partnerships with media brands such as iHeart Radio and numerous LGBT+ publications and digital outlets, both domestic and international. Pride Fort Lauderdale will also partner with the GFL-CVB to leverage existing relationships and build new ones, including the CVB's live streaming, web-based network, Visit Lauderdale TV Network.

ONSITE EVENT PARTNERSHIPS/PROMOTIONS

Pride Fort Lauderdale secured a record number of corporate sponsors and non-profit partners. In addition to seeking national and international corporate sponsors, Pride Fort Lauderdale will partner with local promoters, entertainment, sports and cultural venues and organizations to create an exciting, financially viable schedule of events for Pride of the Americas.

PROJECTED BUDGET

EXPENSES

Staffing	\$80,000
ADMINISTRATION	\$80,000
Public Relations	\$15,000
Advertising (Print & TV)	\$130,000
Advertising (Internet)	\$100,000
Website/Social Media	\$50,000
Printed Collateral	\$25,000
MARKETING & PROMOTIONS	\$315,000
Opening Ceremonies and Concert	\$100,000
Boat Parade	\$30,000
Human Rights Conference	\$50,000
LGBT+ Education and Health Conference	\$25,000
Float Fest on the Beach	\$15,000
Pride of the Americas Parade	\$250,000
Beach Festival	\$750,000
Contingency	\$300,000
EVENTS	\$1,520,000
TOTAL	\$1,915,000

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FY2019

INCOME

Beach Business Improvement District	\$120,000
Greater Fort Lauderdale Convention and Visitors Bureau (In-kind Advertising & PR Support)	\$495,000 (\$125,000)
Broward County Cultural Division	\$25,000
Visit Florida	\$25,000

GRANTS

\$665,000

Sponsorships	\$150,000
Sponsorships (In-kind)	(\$300,000)
Sanctioned Events	\$25,000

SPONSORSHIPS

\$175,000

Opening Ceremonies and Concert	\$33,500
Boat Parade	\$13,500
Human Rights Conference	\$50,000
LGBT+ Education and Health Conference	\$25,000
Float Fest on the Beach	\$22,500
Pride of the Americas Parade	\$150,000
Beach Festival	\$775,000

EVENTS (Tickets, Beverage Sales, Sponsorships, Donations)

\$1,069,500

TOTAL (excluding In-kind contributions)

\$2,034,500

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FINANCIAL ACCOUNTABILITY

Financial transparency and accountability are the highest priorities for Pride Fort Lauderdale and its Pride of the Americas organizing committee.

Pride Fort Lauderdale is a 501(c)3 charitable organization, as designated by the U.S. Internal Revenue Service. The organization is governed by a volunteer board of directors and operates under standard practices and procedures for non-profit organizations as required by the Internal Revenue Service and state of Florida. Pride Fort Lauderdale's annual IRS Form 990, financial statements and minutes are all posted in a timely manner and available to the public.

The organization follows accepted accounting and reporting practices as required by the Internal Revenue Service and state of Florida, and governed by the Financial Accounting Standards Board. An independent auditor/CPA will be retained to review Pride of the Americas accounts and expenditures and prepare and issue quarterly financial reports.

In addition to operational reserves to support its annual event, Pride Fort Lauderdale has already established a dedicated account to fund start-up costs associated with hosting Pride of the Americas until sponsorships are secured. All sponsorship, sanctioned event and partnership agreements will be clearly outlined in contractual agreements.

RETURN ON INVESTMENT

ATTENDANCE BREAKDOWN

Attendees by Area	Total
Broward Attendees	100,000
Regional Non-Hotel Attendees*	100,000
Domestic Hotel Guests	75,000
International Hotel Guests	75,000
ESTIMATED ATTENDANCE	350,000

*Regional Non-Hotel Attendees are visitors from outside Broward County who will not require a hotel stay.

HOTEL ROOM REVENUE	Domestic	International
Total Guests	75,000	75,000
# of Guests/Room	2	2
Attendee # of Nights	3.5	5
Total Room Nights	131,250	187,500
Average Daily Room Rate**	\$186.65	\$186.65
Room Revenue	\$24,497,813	\$34,996,875
TOTAL ROOM REVENUE		\$59,494,688

**Based on April 2018 average room rate of \$186.65 as posted on CVB website.

ESTIMATED AVERAGE DAILY SPENDING (EXCLUDING HOTEL)

Domestic Hotel Guest	\$151.55***	3.5 Days	\$530.43
International Hotel Guest	\$151.55***	5 Days	\$757.75
Broward and Regional Guests	\$75.78***	3.5 Days	\$265.21

***Spending based on figures from the CVB on LGBT+ visitor spending. Spending is estimated at 50% of Hotel Guests spending, excluding hotel room cost.

TOTAL SPENDING	Total Attendees	Avg. Spending	Total
Broward Attendees	100,000	\$265.21	\$26,521,000
Regional Non-Hotel Attendees*	100,000	\$265.21	\$26,521,000
Domestic Hotel Guests	75,000	\$1,183.70	\$88,777,500
International Hotel Guests	75,000	\$2,448.00	\$183,600,000

ESTIMATED TOTAL ECONOMIC IMPACT **\$325,419,500**







PROPOSED SCHEDULE OF EVENTS

Schedule and individual events subject to change.

More than 350,000 visitors from Alaska to Argentina are expected in Greater Fort Lauderdale for the first-ever Pride of the Americas Festival, April 21 – 26, 2020. The six-day event, hosted by Pride Fort Lauderdale and presented by the Greater Fort Lauderdale Convention & Visitors Bureau, will include a full schedule of engaging, educational, and entertaining events:

Opening Ceremonies, Tuesday, April 21

Pride of the Americas will kick-off with a colorful opening ceremony in downtown Fort Lauderdale, featuring delegates from each represented country, dignitaries, and entertainment.

Daily Sunset Concerts, Tuesday, April 21 – Friday, April 24

Talented local, national and international performers will be featured at these casual daily concerts held at the beach festival stage and other venues around Greater Fort Lauderdale.

LGBT+ Performing and Visual Arts Festival, Tuesday, April 21 – Sunday, April 26

This festival, held at world-class venues across the county, will featuring innovating and entertaining performances and exhibitions by local, national and international guest artist.

Business of the Americas Conference, Tuesday, April 21

This compelling conference will provide an overview of what companies are doing to promote inclusion in the LGBT+ workplace and explore opportunities for progress in the Caribbean and Latin America, including a job fair.

Travel Industry Symposium, Wednesday, April 22 – Friday, April 23

This symposium will bring together an audience of travel industry companies, suppliers and top LGBT+ friendly destinations to hear from leaders in the sector and share success stories about what is being done to improve the LGBT+ travel experience and advance LGBT+ issues globally. A public travel expo will conclude the symposium on Friday.

LGBT+ Health and Wellness Conference, Thursday, April 23

In partnership with the World AIDS Museum and Educational Center, internationally-recognized researchers and regional, national and international advocacy organizations, this conference will address the progress and possibilities for LGBT+ health care and the new challenges ahead.

Runway Fashion Show, Thursday, April 23

This gala fashion show will feature designs by Project Runway alumni and local designers, along with entertainment and reception, at the Seminole Hard Rock Hotel & Casino in nearby Hollywood.

Sanctioned Dance Parties and Social Events, Thursday, April 23 – Sunday, April 26

Make new friends at sanctioned dance parties and other social events for every segment of our community—women, youth, leather/levi, seniors, families, transgender and more!

Pride of the Americas Day of Service, Friday, April 24

Hundreds of Pride of the Americas guests will band together today to build bridges with the less fortunate by volunteering at local charities and social service organizations on this day of service.

Night on the Drive, Friday, April 24

The festivities move to nearby Wilton Manors, the hub of our LGBT+ community and home to one of the nation’s largest concentrations of LGBT+ households, for an evening of shopping, dining and entertainment at the many businesses, restaurants and nightclubs along Wilton Drive.

Pride of the Americas Beach Party, Saturday, April 25

Bring your sunscreen for a fun day of sun, sand and surf on Fort Lauderdale Beach. Everyone is welcome!

Drag Brunch and Tea Dances, Saturday, April 25

Get down to the beach early and enjoy drag brunches, tea dances and other sanctioned pre-parade parties all afternoon at restaurants and hotels along the route.

Pride of the Americas Parade, Saturday, April 25

We can’t have a Pride festival without a parade! This parade will be special—featuring both local and national entries, as well as international contingents from every country represented at Pride of the Americas.

Pride of the America Beach Festival, Sunday, April 26

More than 350,000 attendees are expected for the Pride of the Americas Beach Festival featuring internationally-acclaimed DJs and recording artists, hundreds of vendors and global food fair. The evening will conclude with the Closing Ceremony and a stunning fireworks display over the beach.



PRIDE OF THE AMERICAS 2020

Greater Fort Lauderdale
April 21–26, 2020

Presented by
GREATER FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

YOUR INVITATION TO JOIN US FOR A ONE-OF-A-KIND CELEBRATION

Celebrate The Very First Pride of the Americas on Sun-Kissed Beaches

You are invited to join us in South Florida for the very first Pride of the Americas celebration on sunny Fort Lauderdale Beach.

Greater Fort Lauderdale is famous for its 23 miles of Blue Wave–certified beaches. Each year, millions of visitors come for sun and fun.

Our inaugural Pride of the Americas will be unlike any Pride festival you’ve attended:

Most Pride of the America 2020 events will be held on or near our pristine beaches and signature waterways. Guests will have many opportunities to discover why Fort Lauderdale is known as the “Venice of America.”

Pride of the Americas will culminate with a parade down scenic Route A1A along the beach, followed by a massive beach party that is expected to attract visitors from Alaska to Argentina. Spectacular fireworks will light up the shore and surf after the sun finally sets.

A Special Place Where Diversity Shines and Love Prevails Every Day

Not only is Greater Fort Lauderdale one of the premier tourist destinations in the United States, it is a diverse and welcoming community with one of the largest concentrations of LGBT+ households in the nation.

Broward County is the most diverse county in the state of Florida and the second most diverse county in the United States:

More than 58 percent of our population are minorities and 32 percent were born in more than 100 countries. Approximately 79 percent of our foreign-born residents are from Latin America, including large communities of immigrants from Cuba, Brazil and Colombia.

Greater Fort Lauderdale is a community that celebrates diversity and inclusion in every way, each and every day, where Pride is our daily way of life.

#GreaterTogether

TRANSPORTATION

Our international airports offer direct service from more than 200 cities in the U.S., Canada, Europe, Middle East, Caribbean, and Central and South America, and is served by major domestic and international low-fare carriers.

The new, high-speed Brightline train service connects Fort Lauderdale to Miami and the Palm Beaches and will soon extend to Orlando.

ACCOMMODATIONS

South Florida offers more than 125,000 hotel rooms, many of which are budget-priced. In addition, AirBnB, Mister BnB and other economical accommodations are also available. Guests can build an exciting and affordable vacation around their trip.

SHOPPING AND ENTERTAINMENT

According to the U.S. Census Bureau, Fort Lauderdale and nearby Wilton Manors have among the highest concentrations of same-sex couple households in the nation. Hundreds of LGBT+ owned businesses in Greater Fort Lauderdale, including retail boutiques, restaurants, coffee houses and world famous bars and nightclubs, offer exciting options for all members of our community.

To learn more, go to Sunny.org/LGBT





Special Focus on LGBT+ Health, Education, Employment and Transgender Issues

One of the centerpieces of the first Pride of the Americas 2020 celebration in Greater Fort Lauderdale will be an international conference focused on LGBT+ empowerment in the Caribbean and Latin America.

In addition, we will also partner with local, national and international health, education and advocacy organizations to spotlight the shared issues faced by LGBT+ youth, families, and seniors, as well as the transgender community.

South Florida is home to the internationally-recognized Stonewall National Museum and Archives, World AIDS Museum and Educational Center, regional AIDS Healthcare Foundation headquarters and dozens of non-profit organizations and agencies providing a wide range of services to the LGBT+ community.

Minimal Environmental Footprint and Innovative Conservation Programs

From seagrass to sawgrass, Greater Fort Lauderdale protects its rich environment and unique species, including reefs, manatees and especially sea turtles. Nearly 90 percent of turtle nesting in the U.S. occurs in Florida. What's more, Greater Fort Lauderdale had a record-breaking sea turtle nesting season in 2018.

As the Pride of the Americas 2020 will occur during turtle nesting season, the sea turtle is a fitting and informal mascot, commemorating this momentous occasion with one of Mother Nature's most beloved creatures.

We are committed to hosting an event with a minimal environmental impact. Energy and water conservation and waste recycling programs will also be enacted throughout the entire event.

Powerful Opportunity to Promote LGBT+ Rights in the Caribbean and Latin America

South Florida is the gateway to the Caribbean and Latin America. Pride of the Americas 2020 in Greater Fort Lauderdale offers a rare opportunity to attract and engage LGBT+ attendees from Central and South America and, for the first time, the Caribbean.

We are committed to leveraging this celebration to strengthen the LGBT+ communities and the Pride movement in these regions, where sexual minorities are still sometimes ostracized and worse, criminalized, just for being who they are and living their truths.

Our Pride of the Americas LGBT+ Opportunity Conference, featuring internationally-recognized activists, business leaders, artists and authors, will focus global attention on opportunities for progress for our LGBT+ friends who face these daily challenges and offer achievable solutions.

Proposed Events for the first Pride of the Americas 2020 in Fort Lauderdale

Opening Ceremonies
Downtown Fort Lauderdale

LGBT+ Business Expo
Greater Fort Lauderdale LGBT Chamber of Commerce

LGBT+ Arts Festival
Regional, National and International Artists

Opportunity Conference
National and International Advocacy Organizations

Health, Education and Transgender Programs
Regional, National and International Advocacy Organizations

Daily Sunset Concerts
Featuring Local, National and International Performers

Float Fest Beach Party
Bring your Rafts for a Fun Day on Sebastian Beach

Night on the Drive
Local Entertainment and Nightlife in Wilton Manors

Runway Fashion Show
Featuring Project Runway Designers at Seminole Hard Rock Hotel & Casino

Drag Brunch, Dance Parties and Social Events
Sanctioned Special Events for Diverse Segments of Community

Parade and Beach Festival with Fireworks
Signature Events with Anticipated 350,000+ Attendance



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):

Luke Freeman

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Three Circle Productions

b. Is the company doing business under another name, if yes, list name(s):

c. Mark (X) near applicable business structure:

-Sole Proprietorship

-Partnership

-Corporation

-S Corporation

-Limited Liability Company (LLC)

3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Luke Freeman ; President

4. Name of Event/Project/Proposal:

Digital Holiday

5. Location of Event – Provide description and location map or site plan:

Fort Lauderdale Ocean Park

6. List all the dates associated with this event:

a. **Set-up date(s):** 12/1/2019 - 12/3/2019

b. **Event date(s):** 12/4/2019 to 12/15/2019

c. **Break-down date(s):** 12/16/2019 to 12/19/2019

7. Hours of Operation: 5pm to 10pm

8. Projected attendance: 12,000 +

9. Cost to attendees: N/A - Pending ability to fence park

10. Total Cost of Event: \$300,000

11. Amount Requested from BID: \$300,000 for 3 years (\$125K/year 1, \$87.5K/year 2 & 3



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

12. Indicate what the requested amount will be used for:

Fixed & Variable Expenses for Holiday Event Production

13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Concessions/Photo Ops/Sponsorships/Merchandise

14. Proposed Activities Planned (Attach a narrative if necessary):

Holiday Light Show/Santa Claus/Kids Toy Train/Holiday Decor

15. BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

Three Circle Productions has done extensive research on holiday festivals around the South Florida area and our team has seen the growth of family friendly events grow in popularity during the holiday season. Three Circle Productions believes that if we produce a quality holiday show and incorporate new digital technology in the attached narrative, combined with traditional holiday favorites (like Santa Claus, LED Lights, Holiday themed food & beverage, that the public will want to attend our event on Fort Lauderdale Beach bringing hundreds, if not, thousands of families to the beach to stay in hotel rooms and to find a spot to have dinner. All while being exposed to the brand new Fort Lauderdale Ocean Park. PLEASE SEE NARRATIVE ATTACHED

16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.

The proposed 12 night holiday event will activate the newly remodeled park on Las Olas and the A1A. The Digital Holiday show will bring thousands of visitors from the tri-county area and beyond to enjoy the holiday's on warm Fort Lauderdale Beach

17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

Three Circle Productions can execute an economic impact study at the conclusion of the event or our team can conduct a post survey of guests to ask where they are from and how many times they have come to Fort Lauderdale beach. This survey will be provided to the BID.

18. Explain in detail how the proposed event will aid in the BID's efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

The newly remodeled beach park on A1A and Las Olas will need to be activated and promoted during the holiday's, our Digital Holiday plan is the perfect launch to the community as a family friendly destination.

19. Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

Digital Holiday will be heavily marketed on radio, social media, digital ads and public relations throughout the South Florida market. Making sure all of South Florida comes to Fort Lauderdale Beach for their holiday celebration and forming a new annual tradition. Our team is currently planning over \$50,000 in media VALUE put towards promoting Digital Holiday ON FORT LAUDERDALE BEACH

20. **BID SPONSORSHIP TERMS:** Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] if agree with terms (a-c).

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANOUNCEMENTS, ETC.



B. BID MANAGER WILL REVIEW AND APPROVE

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. Applicant shall mark [X] should if understands and agree with the following statements:



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

-
- I will request BID Logo in appropriate format for marketing purposes.

 - I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

 - I have completed a new vendor application form to the City of Fort Lauderdale.

 - I have completed a W-9 form with the City of Fort Lauderdale.

 - If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.

 - If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale

City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.

- If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID

Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 2765 W CYPRESS CREEK ROAD, SUITE B, FORT LAUDERDALE

ZIP CODE: 33309

OFFICE PHONE:

CELL PHONE: 954-654-4232

EMAIL ADDRESS: DIGITALHOLIDAY18@GMAIL.COM

PRIOR TO SIGNING, MARK [X] TO COFIRM COMPLETION OF FOLLOWING:

- € LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- € ATTACHED LOCATION OR SITE MAP
- € ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/ MARKETING EFFORTS
- € AS APPLICANT I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT.
(OR)
- € NOT AUTHORIZED TO SIGN AGREEMENT;

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY.

Name should be the same as → question #3

LUKE FREEMAN

APPLICANT FULL NAME (PRINT)



APPLICANT SIGNATURE

THREE CIRCLE PRODUCTIONS

PRESIDENT

COMPANY NAME & APPLICANT TITLE

04.02.19

DATE SIGNED

NAME: LUKE FREEMAN

TITLE: PRES./THREE CIRCLE PRODS

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDDING AGREEMENT, APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT**

DH 2019	Pre-Event		Event Live		Day-to-Day										Last Call		
Countdown	Week 16	Week 15	Week 14	Week 13	Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1	Week 0
Date																	
Key Event	Content Live		Official Event Launch				Early Bird EventBrite		Tickets On Sale (TBD)								Event Opens!
Email																	
Newsletter																	
Blog																	
Guest Blog																	
Live Blog																	
Instagram																	
Facebook																	
Twitter																	
Radio																	
Influencers																	
Our Contacts																	
Partner Promotions																	
Publications																	
Event Listings																	
Press Release																	
SEM- AdWords																	
Paid Social																	



DigitalHoliday

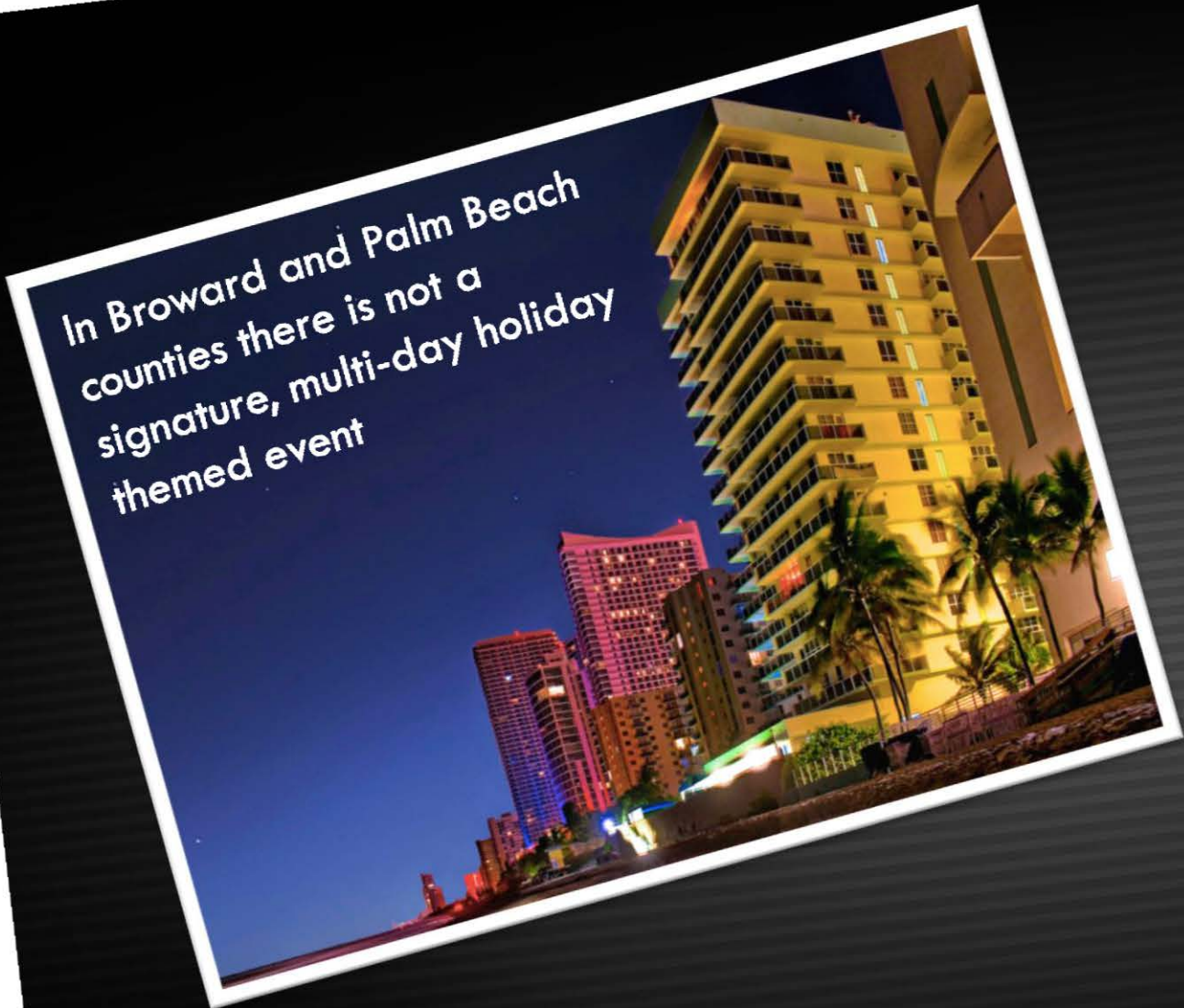
4.08.2019 BID Regular Meeting

Winter 2019



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Presented to: Fort Lauderdale Beach Business Improvement District (BID)



In Broward and Palm Beach counties there is not a signature, multi-day holiday themed event



Miami-Dade County has had one for more than 30 years





Digital Holiday

Family. Fun. Tradition.

During the holidays, families come together to celebrate in all different ways. Digital Holiday delivers an experience for all ages that will be fun, and unlike anything we have seen before during the holidays. It will keep families looking forward to it each and every year.



Holumination Tree™

- Standing at over 50' tall, the projection mapped Christmas tree, Holumination Tree™ is the center piece of Digital Holiday
- Every hour a 360° video projection holiday show comes to life
- The program is connected with music and surrounding lights to truly emerge the festival goer



Light Displays

- Magnificent holiday displays will over indulge the senses throughout Digital Holiday
- LED lighting tuned to the music will surprise and delight
- No need to drive through a local neighborhood to see holiday lights displays, we bring it all to you in one location!



Video Mapping

- Projection Video Mapping uses everyday video projectors, but instead of projecting on a flat screen, light is mapped onto any surface, turning common objects of any 3D shape into interactive displays.
- The audience will experience a winter wonderland brought to life by the moving video and choreographed sounds



4.08.2019 BID Regular Meeting

Audience Participation

- Using RF technology, event goers will have a color changing wristband that goes to the music and changes with the beat
- This will take the audiences interactive experience to a whole new level at Digital Holiday



Other Possible Activities



Santa's Village



Kid's Inflatables



North Pole Train



Holiday Photos

Venue- Fort Lauderdale Ocean Park

- To launch Digital Holiday, it is imperative that Three Circle Productions work with and partner with a first-class venue
- The venue will be the canvas to creating the “most technologically advanced holiday show”
- It is incredibly important for the venue to have outdoor access to provide a winter feel for our attendees



Formal Request For Funding

- Three Circle Productions would like to request the following:
- Three (3) year commitment from the BID
- Supported by a financial grant of:
 - Year 1: \$125,000
 - Year 2: \$100,000
 - Year 3: \$75,000
- Total Commitment: \$300,000 over 3 Years



Digital Holiday

Centered around our signature “Holumination Tree,” the Festival Experience will be unlike anything our guests have ever experienced. The combination of digital art, vibrant colors, and choreographed music brings life, love and fun to the holidays.

“Not Your Average Holiday Event!”



Adrienne Brace, CPA, P.A.



August 2, 2018
Fort Lauderdale Community Redevelopment Agency
Attn: Vanessa Martin, Business Manager
914 Sistrunk Blvd, Suite 200
Fort Lauderdale, FL 33311

Per the reporting requirements outlined in Section III of the CRA grant agreement for the 2018 Fort Lauderdale Air Show, the total income for the 2018 event as of August 2, 2018 is \$743,625.01 and the total expenses are \$700,097.01. Enclosed is an accounting provided by the City of Fort Lauderdale detailing the manner in which the grant funds from the CRA were spent.

Adrienne Brace, CPA

**2018 Fort Lauderdale Air Show
Expenditure of BID and CRA Funds**

Police Detail Expenses			\$	109,582.50
CRA funds used for Police detail	MGR143502	4207	\$	(100,000.00)
Escrow funds used for Police detail	FD001-219	000036	\$	(9,582.50)
Fire /EMS/Ocean Rescue Expenses			\$	69,574.74
BID funds for Fire services	CRA070605	4207	\$	(50,000.00)
Escrow funds used for Fire Services	FD001-219	000036	\$	(19,574.74)

Fort Lauderdale Beach Improvement District (BID)

FY 2019 Adopted Budget

As of 11.27.2018

Revenues Projected at 5%			
Revenue Sources	FY 2019	FY 2020	FY 2021
Beach Business Improvement Assessment Revenue @ 95%	993,012	1,042,663	1,094,796
Assessment Revenue			
Miscellaneous			
Appropriated Fund Balance			
Earned Pool Investments	15,784	15,784	15,784
Interest Earnings	236	236	236
Beach & Beverage	5,000	5,000	5,000
Transfer from Fund Balance	535,024	-	-
Total Revenue	\$ 1,549,056	\$ 1,063,683	\$ 1,115,816
<i>Other Resources</i>			
Expenditures			
Accounting & Auditing	330	330	330
Other Professional Services:			
Wizard Entertainment(BID Mgmt Services)	57,600	57,600	57,600
BID Website & Maintenance	50,000	50,000	50,000
Harry Newstreet BID Assessment	7,500	7,500	7,500
Other Services:			
Holiday Lightscapes (Split costs BRAB/BID)	10,000	10,000	10,000
Holiday Display (Split costs BRAB/BID)	40,000	40,000	40,000
Supplemental Cleaning Services	28,620	28,620	28,620
Electrical Supplies - (Electricity for Holiday Lights)	4,244	4,244	4,244
Promotional Contributions:			
Ambassador Program	150,000	150,000	150,000
Entercom Communications	150,000	-	-
Holiday Lighting event	8,000	8,000	8,000
Tortuga Music Festival	200,000	150,000	-
<i>Funds Available for Additional Events</i>	10,000	-	-
Box Wraps	-	20,000	20,000
South Beach Food & Wine	85,000	-	-
Beach Majors	100,000	-	-
Pride	30,000	-	-
Airshow	100,000	75,000	75,000
Friday Night Sound Waves	150,000	150,000	150,000
Service Charge - Community Development Agency			
Salaries	52,790	52,790	52,790
Indirect Admin Charges - Research decreased numbers	11,177	11,177	11,177
Service Charge - Information Technology - Research numbers	3,713	3,713	3,713
Insurance Charges	82	82	82
Capital improvement Project Funding			
Fort Lauderdale Beach Park- CIP Funding	300,000	150,000	-
Total Operating Expenditures	\$ 1,549,056	\$ 969,056	\$ 669,056
Total Uses	\$ 1,549,056	\$ 969,056	\$ 669,056
	\$ -	\$ 94,627	\$ 446,760

Fund Balance Summary	
Balance as of 10.1.2015	\$1,360,267
Balance as of 10.1.2016	\$1,585,113
Balance as of 10.1.2017	\$1,336,069
Estimated as of 10.1.2018	\$585,369
Revenue based on a rate of \$0.8525 per \$1,000 of assessed value	