

AGENDA
REGULAR **HYBRID MEETING**
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
Monday– November 8, 2021
3:30 PM
CITY HALL – 8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS
FORT LAUDERDALE FL, 33301

- | | |
|--|---|
| I. Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. Approval of Meeting Minutes <ul style="list-style-type: none">• Regular Hybrid Meeting October 18, 2021 | Anna McDiarmid
BID Chair |
| III. Review and Discussion
Current Budget and Events Funding History | Sarah Hannah-Spurlock
Nighttime Economy
Manager |
| IV. Funding Request \$25,000
Seaglass Fort Lauderdale Rose Experience | Carlos Suarez
President
Seaglass Group, LLC |
| V. Funding Request \$10,000
13.1 Fort Lauderdale , Relay, and 10K | Matt Lorraine
CEO
Exclusive Sports
Marketing, Inc. |
| VI. Funding Request \$75,000
Greater Fort Lauderdale Food & Wine Festival | Kate Reed
President
& Phil Marro
Vice President
Greater Fort Lauderdale
Food & Wine Festival
Inc. |
| VII. BID Manager Update <ul style="list-style-type: none">• Co-op Promotional Campaign Update• Food and Beverage Program | Tasha Cunningham
BID Manager |
| VIII. Communications to the City Commission | Anna MacDiarmid
BID Chair |
| IX. Old/New Business <ul style="list-style-type: none">• January Rebranding Workshop Meeting Date Options• December Meeting Agenda Item Recommendations<ol style="list-style-type: none">1) Co-Op Promotional Campaign Presentation2) Myfortlauderdalebeach.com Quarterly Update3) Las Olas Marina MOT Plans Presentation4) South Beach Park Infrastructure Project Presentation | Sarah Hannah-Spurlock
Nighttime Economy
Manager |
| X. Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – DECEMBER 13, 2021**

HYBRID MEETING ALLOWS FOR VIRTUAL PARTICIPATION; MUST BE REGISTER ONLINE TO PARTICIPATE:

Purpose:

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

Goals and Objectives:

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.
- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

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.

**I. Call to Order/Roll Call
Quorum**

**Anna MacDiarmid
BID Chair**

**II. Approval of Meeting Minutes
October 18, 2021**

**Anna McDiarmid
BID Chair**

DRAFT

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

**Monday, October 18, 2021, 3:30 P.M.
CITY HALL, 1st Floor Chamber Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	2	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	2	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	2	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	2	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> (at 3:39 p.m.) Ken Elizondo, Alternate	P	2	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	2	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	2	0	0	0

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Night Time Economy Manager
Cija Omengebar, CRA Planner/Liaison
Clarence Woods, Northwest CRA Manager
Crysta Parkinson, Prototype, Inc.
Lizeth De Torres, CRA Senior Administrative Assistant

Guests

Ina Lee
Chris Stacey

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – September 13, 2021**

Motion made by Mr. Medeiros, seconded by Ms. Namour, to approve the minutes of the September 13, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

IV. Sponsored Event Update – Tortuga Music Festival Update

Chris Stacey, Founder, Tortuga Music Festival, provided an update on the event. He acknowledged the past few years had been difficult, but the event was moving forward with modifications. He stated there were 30 months between the festivals which were previously on an annual cycle and discussed the impact of the pandemic. Continuing, Mr. Stacey stated the majority of staff was back and 50 percent of tickets had been maintained. He noted sales had resumed and the marketing campaign was underway.

Mr. Stacey shared a video highlighting the 2019 festival. He reviewed attendee survey results, including economic impact. He stated 99 percent of fans surveyed stated they were satisfied with the local venue and location. He reviewed the marketing campaign, outlining efforts in and out of Florida, and discussed how the \$150,000 grant from the BID was spent in 2019 and 2021. He stated the festival organizers would like to formally request an extension of funding for 2022.

Ina Lee stated she had been to every one (1) of these festivals and had been amazed at the people filling the hotels during the shoulder season. She noted the effort the organizers had done to mitigate turtle concerns and stated this type of event was what the BID was created to support.

Chair MacDiarmid congratulated Mr. Stacey on the event and the survey numbers. She stated it was awesome to see the impressive numbers, including 88 percent staying in hotels for three (3) nights.

Ms. Omengebar stated the event had been funded for \$700,000 over three (3) years, with the final funding coming in 2020. She explained the 2021 event was using the 2020 funds.

Mr. Stacey stated the organizers had just approved dates of April 7, 8, and 9, 2022. He noted he would be applying for roughly the same ask and wanted to give advance notice.

Ms. Omengebar asked about the comparison year to year. Mr. Stacey stated the event was trending to be down about 10,000 tickets.

Mr. Medeiros congratulated Mr. Stacey on the numbers and said he would encourage more events like it.

Mr. Kusich stated every year the Tortuga Festival has been held it becomes a challenge because the hotel is bursting at the seams. He asserted Mr. Stacey and the event team was doing a great job.

Mr. Stacey added that over \$2 million had been raised for local organizations over the course of the event.

V. Recommendation for Budget Amendment

- **City Service Charges**
- **Event Funding**

Sarah Spurlock, Nighttime Economy Manager, stated it was the plan for her office to take over the administration of the BID, but funding was needed to make the transition. She explained the staffing needs and reviewed the service charge adjustment proposed totaled \$127,144. Continuing, Ms. Spurlock explained there were also three (3) events which had not yet been presented to the Board, and in order to consider their applications, funds needed to be moved from reserves. She stated those events were the A1A Marathon, 2022 Air Show, and Fleet Week.

Chair MacDiarmid asked what the transfer of \$127,144 would leave remaining in reserves.

Ms. Spurlock noted that \$200,000 had previously been moved from reserves in order to fund the marketing plan.

Ms. Omengebar reviewed the budget briefly and stated there was \$723,527 in reserves.

Chair MacDiarmid asked if the staff amendment was optional. Ms. Omengebar explained staffing was an annual charge and the requested transfer was similar to the way it was funded when the CRA staffed the BID.

Mr. Medeiros asked the reason for the staff change.

Clarence Woods, Northwest CRA Manager, explained the reason for the change. He stated Ms. Omengebar had been managing multiple programs, and staff had been trying to get an additional person to help with those duties and responsibilities, because it was no longer sustainable. He stated the BID was a full-time position. Mr. Woods asked the Board keep in mind that the BID had always carried the service charge, but it was taken off in Fiscal Year 2021.

Ina Lee stated the events funded by the BID were critically important to tourism on the beach. She asked if centralizing the staffing in the City Manager's office would help make it simpler in the future to bring events forward in the future.

Ms. Spurlock asserted they were discussing two (2) different issues. She stated events used to be handled through the City Manager's office and she oversaw them, but they had been moved to Parks and Recreation. She explained that would remain with Parks and Recreation, and the BID's function would remain in funding. She discussed staffing changes over time and workload issues.

Mr. Medeiros stated it sounded like what businesses were experiencing in coming back from COVID-19.

Motion made by Mr. Medeiros, seconded by Mr. Kusich, to approve the transfer of \$127,144 from reserves. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid asked for discussion regarding the budget amendment for additional event funding.

Ms. Omengebar clarified that the requested transfer of \$125,000 would cover the A1A Marathon, 2022 Air Show, and Fleet Week, but Mr. Stacey's discussion regarding Tortuga was not included. She noted the Board could allow him to go through the application process and review the budget and discuss a future budget amendment.

Discussion ensued regarding the event funding. Ms. Omengebar stated the events themselves would still need to come before the Board for approval, this action was just to move funds from reserves.

Motion made by Ms. Namour, seconded by Mr. Medeiros, to approve the transfer of \$125,000 from reserves. In a voice vote, the **motion** passed unanimously.

V. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She stated Odyssey had finished the two (2) videos, which were the last portion of the campaign.

Chair MacDiarmid asked Ms. Cunningham to address how the businesses were selected.

Ms. Cunningham explained they had wanted a democratic process where Board members recommended businesses and places to feature. She stated the selections were made through an anonymous survey. She explained the videos covered the “Best Places to Stay” and the “Best Places to Dine” and showed the video to the Board.

Ms. Cunningham reviewed the distribution plan for the videos briefly. She stated they could also be made available to anyone on the BID who wanted to use them in their own promotion. Continuing, she stated a presentation of analytics was planned for the November meeting.

- **Funding Application Prospects**

Ms. Cunningham stated A1A Marathon would be requesting \$10,000, and Seaglass was requesting \$21,000, in addition to the Air Show and Fleet Week.

- **Food and Beverage Program**

Ms. Cunningham stated there was a committee comprised of General Managers at the hotels working on the food and beverage program issue, and BID staff was gathering information from that process to share with the Board.

Ms. Cunningham provided updates regarding other staff efforts, noting that starting in October, she would be reporting to the Chamber each month going forward on the BID activities, and beginning in November would be holding a monthly meeting with City and County transportation staff to discuss issues specifically related to Fort Lauderdale Beach. She stated she would provide updates with the Board on those conversations. Continuing, Ms. Cunningham stated she was working with Odyssey on putting together a promotion to honor Healthcare for Heroes, which would recognize first responders and create positive buzz for the BID and Fort Lauderdale Beach. She explained they were hoping to build weekend packages to use as recognition, and said she would report back next month.

VI. Communications to the City Commission

None.

VII. Old/New Business

- **Upcoming Events**

Ms. Omengabar asked the Board if they were familiar with the Loop update emails from Ari Glassman. She noted upcoming events were included in the email.

- **Rebranding Strategy Meeting**

Ms. Omengebar stated staff was working with Tasha and would be scheduling a separate workshop to allow the BID committee to discuss the rebranding strategy. She stated there remain a few things to work out with legal counsel, and then she would send an email regarding dates.

- **November Meeting Agenda Item Recommendations**
 - **Funding Applications and Presentations**
 - **Las Olas Marina MOT Plans Presentation**
 - **Co-op Campaign Presentation**

Ms. Omengebar shared items planned for the November agenda. She stated several requests were slated, and she would prioritize based on dates. She noted requests would also hinge on when the Budget Department could move funds.

Chair MacDiarmid stated staff and the Chair have a pre-call to review the agenda in order to limit presenters to remain within the allotted time. She asked if there was a December meeting scheduled.

Ms. Omengebar stated there was a meeting scheduled for December 13.

Chair MacDiarmid asked that there also should be an update on the budget included on the November agenda.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:24 p.m. The next Regular Meeting of the BID is scheduled for November 8, 2021, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

Tortuga Festival Event Update PowerPoint presentation
BID Manager Update PowerPoint presentation

**III. Review and Discussion
Current Budget and
Events Funding History**

**Sarah Hannah-Spurlock
Nighttime Economy Manager**

FUNDING HISTORY

APPLICANT	EVENT NAME	PAST FUNDING	FUNDING REQUEST	EVENT DATE(S)	PRESENTATION DATE
Seaglass Group LLC	Seaglass Fort Lauderdale Rose Experience	\$ 0	\$ 25,000	January 21-22, 2022	November 8, 2021
Exclusive Sports Marketing Inc. of Florida	13.1 Fort Lauderdale Relay, and 10K	\$ 30,000	\$ 10,000	December 19, 2021	November 8, 2021
Greater Fort Lauderdale Food & Wine Festival Inc.	GFTL Food & Wine Festival	\$ 0	\$ 75,000	January 15-16, 2022	November 8, 2021
Lauderdale Air Show, LLC	Fort Lauderdale Air Show	\$ 725,000	\$ 100,000	April 30 & May 1, 2022	February 7, 2022
Broward Navy Days, Inc.	Fleetweek Port Everglades	\$ 0	\$ 15,000	May 1 & 7, 2022	February 7, 2022
TMF 2013 LLC	Tortuga Music Festival	\$700,000	\$ 0	2022	None

- **EXCLUSIVE SPORTS MARKETING INC. OF FLORIDA**

- TOTAL BID CONTRIBUTIONS - \$30,000
- BREAKDOWN:
 - 2018 A1A MARATHON \$20,000
 - 2019 13.1 RELAY AND 5K \$10,000

- **TMF 2013 LLC**

- TOTAL BID CONTRIBUTIONS \$700,000
- BREAKDOWN:
 - 2018 \$350,000
 - 2019 \$200,000
 - 2020/21 \$150,000

- **LAUDERDALE AIR SHOW LLC.**

- TOTAL CITY CONTRIBUTIONS - \$1,225,000
- BID \$725,000 | BEACH CRA \$300,000 | FXE \$200,000
- BREAKDOWN:
 - 2013/\$75,000 ; \$75,000 BEACH CRA
 - 2014/\$75,000; \$75,000 BEACH CRA
 - 2016/100,000; \$50,000 BEACH CRA
 - 2017/\$100,000; \$50,000 BEACH CRA
 - 2018/\$100,000; \$50,000 BEACH CRA
 - 2019/\$100,000; \$200,00 FXE
 - 2020/ \$75,000; (EVENT RESCHEDULED TO NOVEMBER OF 2020; FY21)
 - 2021/\$100,000

Fort Lauderdale Beach Improvement District (BID)

FY 2022 Budget

Revenue Sources	FY 2021	FY 2022
Beach Business Improvement Assessment Revenue @ 95%	1,065,639	999,613
Appropriated Fund Balance		
Earned Pool Investments	16,628	16,814
Interest Earnings	314	-
Beach & Beverage	5,000	-
Reserves		452,144
Total Revenue	\$ 1,087,581	\$ 1,468,571
Expenditures		
Accounting & Auditing	300	200
Other Professional Services:		
Wizard Entertainment(BID Mgmt Services)	57,600	57,600
BID Website & Maintenance	50,000	50,000
Harry Newstreet BID Assessment	7,500	7,500
Other Services:		
Holiday Lightscapes (Split costs BRAB/BID)	20,000	26,075
Holiday Display (Split costs BRAB/BID)	80,000	79,784
Supplemental Cleaning Services	28,620	28,620
Electrical Supplies - (Electricity for Holiday Lights)	7,500	7,500
Promotional Contributions:		
Holiday Lighting event	8,000	8,000
Tortuga Music Festival	-	150,000
Smart City Media - Kiosk Maintenance	5,000	5,000
Box Wraps	25,000	16,703
GFTL Food & Wine	-	75,000
FTL Beach Fest	-	250,000
Fort Lauderdale Concours Event	25,000	-
Pride	10,000	-
Winterfest	-	25,000
Airshow	100,000	100,000
Seaglass	-	25,000
The Loop FLB/FNSW	107,500	190,500
Fleetweek		15,000
13.1 Fort Lauderdale Relay, and 10k		10,000
Love is in the Air	10,000	-
Las Olas Oceanside Park Farmers Market	19,650	-
Fur The Love Pet Fest	10,000	-
Uncommitted Funds	195,297	-
Marketing Plan		200,000
Service Charge - Community Development Agency		
Salaries - Service Charge	59,031	127,144
Indirect Admin Charges - Research decreased numbers	9,618	10,503
Service Charge - Information Technology	1,965	3,442
Transfer out FTL BEACH PARKING LOTS IMPROVEMENTS	250,000	-
Total Operating Expenditures	\$ 1,087,581	\$ 1,468,571
Total Uses	\$ 1,087,581	\$ 1,468,571

\$ - \$ -

Fund Balance Summary	
Balance as of 11.2.2021	\$271,383
<i>Revenue based on a rate of \$0.8525 per \$1,000 of assessed value</i>	
\$500,000 allocated to Project 12513.461 - FTL Beach Parking Lots Improvement	
An Additional \$250,000 will be allocated to Project 12513.461 on October 1, 2020	

**IV. Funding Request \$25,000
Seaglass Fort Lauderdale
Rose Experience**

**Carlos Suarez
President
Seaglass Group, LLC**

ATTACHMENTS:

- A) Seaglass Fort Lauderdale Rose Experience Presentation**
- B) BID Funding Application**
- C) Proposed Activities**
- D) Site Plan Map**
- E) Marketing and Advertising Overview**
- F) Deliverables**
- G) BID AD Example**

Mercedes-Benz & **AutoNation**

SEAGLASSTM
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



January 21-23, 2022

seaglassexperience.com | [@SEAGLASSEXPERIENCE](https://twitter.com/SEAGLASSEXPERIENCE)



THE EXPERIENCE

SEAGLASS is hosted by Venice Magazine the premier lifestyle publication in Fort Lauderdale. This three-day event will immerse guests in a one-of-a-kind experience on the sands of Fort Lauderdale Beach with the Atlantic Ocean as its backdrop.

- Expanded footprint for Fort Lauderdale Beach takeover with projected attendance at 2,400
- Live music and culinary pairings from celebrity chefs
- 30+ exclusive rosé varietals plus wine, spirits and beer
- Brand and culinary activations showcased throughout the weekend

Your support brings us one step closer to driving out cancer through AutoNation's DRV PNK initiative.



Friday, January 21
6:30pm Cabana Entry
7pm-10pm SEAGLASS After Dark

WHEN + WHERE

Saturday, January 22
11:30am Cabana Entry
12pm-3pm Main Event
7pm-11pm Moss Late-Night Party

Sunday, January 23
12:30pm Cabana Entry
1pm – 4pm Main Event

Each ticket into Seaglass is an invitation to an immersive rosé paradise unlike anything you've ever seen — sea breezes, sand beneath your feet, tropical aromatics and all the rosé and pink beach vibes you can imagine. The sprawling beachfront setting filled with indulgent fun and more than 30 rosé varietals and more than 20 winemakers, spirit producers, chefs and notable luminaries is all-inclusive with this ticket.

WINE + SPIRITS

Bacardi Rum
Bodvar
Bottega Rosé
Channé Rosé
Codigo Tequila
Cotes de Femme Rosé
LaFete Rosé
LaMarca Rosé
Maison #9 Rosé
Miami Cocktail Company
Nicolas Feuillate

Dark Horse Rosé
Fleur De Mer Rosé
Florida Craft Beer
Hampton Water
J Vinyards Brut Rosé
Komos Tequila

Pommery Champagne
Shooters Pink Flamingo Rosé
Syltbar Rosé
Three Olives Vodka
Wölffer Estate Rosé
Whispering Angel Rosé



PARTICIPATING CHEFS



DEAN MAX



JOSÉ MENDÍN



PAULA DASILVA



NICOLE RHONE



STEVE MARTORANO



BELKYS NEREY



TAEK LEE

STRATEGIC INITIATIVES FOR INCREASED VISITORSHIP & REVENUE

- Leverage GFLCVB to promote Seaglass Experience through strategic marketing initiatives to target core audiences in the respective feeder markets.
- Partnerships with drive market travel services and connecting transportation offerings to drive demand to the Greater Fort Lauderdale area.
- Local hotel and restaurant partnerships and in-store promotions.
- Increased commerce on Fort Lauderdale Beach with visitors and residents spending at beachfront restaurants, stores, and other local businesses.
- Cross-promotional opportunities with key retail partners expanding on experiential reach (i.e., ticket promos, co-branding, pop-up events, VIP/member incentives, food/wine pairings, etc.)

MARKETING THE EXPERIENCE

Traditional Marketing, Public Relations and Advertising

- OOH, Radio, Broadcast, Print, Digital
- Media Sponsorships
- Sponsored Content and In-Depth Editorial
- Media Relations (trend stories and evergreens)
- Leveraging brand ambassadors and influencer marketing
- Targeted outreach in lifestyle, luxury, culture and travel publications

Drive Markets

Miami
West Palm Beach
Boca Raton
Naples
Pompano Beach

Feeder Markets

New York
Hamptons
DC
Chicago
New Orleans



*Transforming
Fort Lauderdale Beach into a
Rosé Paradise*

BID BRANDING

The Marketing & Advertising plan for Seaglass includes opportunities for the BID logo to be included in print and digital advertising as well as on Seaglass collateral, event signage, and website. New in year 2022 are in room amenities for registered Seaglass guests at participating hotels. Guests that identify the Seaglass code upon registering will receive a VIP in-room amenity that will include a custom mini bottle of rose among other items.

BID Branded Merchandise

1. BID custom item included with in-room VIP amenity at select beachfront hotels.
2. BID logo on Seaglass event wristbands.



Mercedes-Benz & AutoNation
SEAGLASS
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY

Hilton
FORT LAUDERDALE
BEACH RESORT



JANUARY 21-23

BUY TICKETS NOW AT [SEAGLASSEXPERIENCE.COM](https://seaglassexperience.com)

VENICE  **CITY**  **ft beach**

EVERYONE UNDER THE SUN FURNITURE AutoNation Discover. Stay. Dine. Play.



Thank You!



Pinkalicious vibes all weekend long with exclusive beach beats





Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

B. Is the company doing business under another name?

If yes, please list the name below.

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- Sole proprietorship
- Partnership
- Corporation
- S-Corp
- Limited Liability Corporation (LLC)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

5. Location of Event

Provide description and location map or site plan.

6. List all dates associated with this event

a. Set-Up Date:

b. Event Date:

c. Breakdown Date:

7. Hours of Operation:

8. Projected Attendance:

9. Cost to Attendees:

10. Total Cost of Event:



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

11. Amount Requested from the BID:

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

13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

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 three to five years. Attach a narrative, if necessary.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. 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 the number of visitors to the BID.

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

18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.

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



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

BID SPONSORSHIP TERMS

20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- A. BID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- B. BID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing 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 with the City of Fort Lauderdale.
- I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- If the BID Committee recommends approval of 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. Address follows on the next page.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION BID SPONSORSHIP TERMS

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

Please also submit electronic copies via e-mail to:

- o Tasha Cunningham, BID Manager:
tasha@thebrandadvocates.com
- o Cija Omengabar, City of Ft. Lauderdale CRA:
COmengabar@fortlauderdale.gov
- o Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

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

If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attention: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

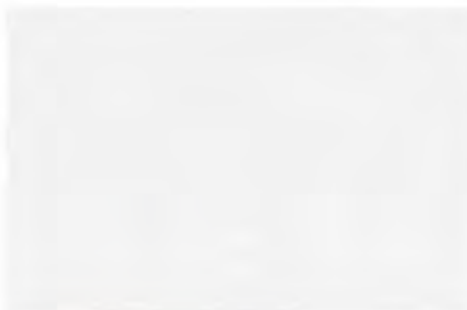
Name, Physical Address, Office Number, Cell Number and E-Mail Address

Carlos Suarez
433 NE 11th Avenue
Fort Lauderdale, FL 33301
Office #: N/A
Cell #: (954) 873-4263
E-mail: carlos@seaglassexperience.com

**Prior to Signing This Application,
please check the following to
acknowledge completion:**

- LEGAL NAME AND PLACE OF BUSINESS MATCH SUNBIZ.ORG
 - LOCATION OR SITE MAP IS ATTACHED TO THE APPLICATION
 - PROOFS OF HOW THE BID LOGO WILL BE USED ARE ATTACHED
 - AS THE APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT
- or*
- NOT AUTHORIZED TO SIGN AGREEMENT

BID FUNDING HISTORY
(For BID Staff Use Only)



Carlos Suarez

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

MANAGER:

Seaglass Group, LLC / Manager

COMPANY NAME AND TITLE

November 5, 2021

DATE SIGNED

NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company, with the City of Fort Lauderdale.

WHAT: A one-of-its-kind, immersive, three-day event featuring rosé varietals from around the world while showcasing the best in wine, spirits, craft beer, live music and food pairings from celebrity chefs. In addition to the planned activities, Seaglass will host an “in the biz” cocktail party for brands pouring at Seaglass and a VIP dinner to highlight charity partner AutoNation’s DRVPNK campaign for breast cancer research. This invitation only event will take place in January, 2022 at Sardelli’s Italian Steakhouse located in Hollywood, Florida.

WHERE: On the sands of Fort Lauderdale Beach directly across from the Hilton Fort Lauderdale Beach Resort.

WHEN: January 21st, 22nd & 23rd, 2022

- Friday, January 21: 6:30pm (VIP) | 7pm-10pm SEAGLASS After Dark
- Saturday, January 22: 11:30am (VIP) | 12pm-3pm Main Event
- Saturday, January 22: 7:00pm- 11:00pm Sold out
- Sunday, January 23: 12:30pm (VIP) | 1pm – 4pm Main Event

BY THE NUMBERS		
2400	30+	20+
Guests throughout the three days	Rosé Varietals	Craft Beers, Wines & Spirits

CHARITY: Giving back is always in style and we’re proud to support **AutoNation’s DRV PNK** initiative that creates awareness and supports critical cancer research. In taking sustainable measures, Seaglass organizers are making best efforts to mitigate its impact on the environment by supporting environmental clean ups and ocean conservation.

BRANDS: Bacardi Rum, Bodvar, Bottega Rosé, Channé Rosé, Codigo Tequila, Cotes de Femme Rosé, Dark Horse Rosé, Fleur De Mer Rosé, Florida Craft Beer, Hampton Water, J Vinyards Brut Rosé, Komos Tequila, La Fête du Rosé, LaMarca Rosé, Maison #9 Rosé, Miami Cocktail Company, Nicolas Feuillate, Pommery Champagne, Shooters Pink Flamingo Rosé, Syltbar Rosé, Three Olives Vodka, Wölffer Estate Rosé, Whispering Angel Rosé

NOTABLES: **Chef Dean Max** (*DJM Restaurants*)
 Chef José Mendín (*Pubelly*)
 Chef Paula DaSilva (*Ritz Carlton Fort Lauderdale*)
 Chef Nicole Rhone (*Hilton Fort Lauderdale Beach Resort*)
 Chef Taek Lee (*Takato*)
 Steve Martorano (*Café Martorano*)
 Belkys Nerey (*WSVN-TV*)
 DJ Anna de Ferran, and more!



- SITE MAP KEY**
- ROSE STATION
 - SPONSOR ACTIVATION
 - FOOD STATION
 - WHITE PICKET FENCE
 - FOLIAGE
 - BARRIER FENCING
 - WATER STATION
 - POWER DROP
 - HIGHBOY
 - WATCH

SEAGLASS
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



**SEAGLASS EXPERIENCE 2022
MARKETING / ADVERTISING OVERVIEW**

MARKETING OVERVIEW:

The overall marketing plan is to bring out of town visitors and locals to the 2022 Seaglass Experience, by building anticipation, creating awareness, and launching a pre-sale ticket campaign that starts on October 1, 2021. The Seaglass marketing team, along with the **Alchemy Agency** and **Aqua Marketing**, will implement local & statewide strategies along with efforts placed in feeder markets on the East Coast and in the Midwest:

1. Ad placements (print and digital)
2. Editorial coverage
3. Boosted social media posts
4. Web banners for partner websites
5. Street banners
6. Display signage at sponsor locations
7. geotargeting/geofencing campaigns
8. Collateral distribution in the Fort Lauderdale Beach area
9. Billboard advertisements (located on Griffin Road & I-95)
First Run: October 15, 2021 – November 15, 2021
Second Run: December 15, 2021 – January 15, 2022

Editorial coverage will include published articles in Venice Magazine, purchased ad space in print publications that serve the Fort Lauderdale local and travel communities. VIP ticket giveaways will be executed via influencers and with a cross promotion campaign with wine & spirits retailer, Primo Liquors.

Hotel Partnerships:

1. Hotel packages and cross promotion advertising with FTL beach front hotels
2. Seaglass promotion to Hilton Honors members nationwide
3. Ad placement on travel sites
4. Partnership with Greater FTL Convention and Visitors Bureau
5. Travel destination targeted digital advertising in feeder markets

Digital Advertising for Pre-Sale Campaign

1. Email campaign to target first-year attendees highlighting the pre-sale campaign. Messaging will emphasize what makes the 2022 Seaglass newer, bigger, better.
2. Include a recap of Seaglass 2020 with photos of Seaglass event goers, sponsors, and activities.
3. Pre-Sale launch starts October 1 to tie into Breast Cancer Awareness Month. Messaging will include the AutoNation DRV PNK campaign to tie into the Seaglass charity partnership.
4. Identify Food/Wine Influencers and partner with them to reshare and post on their IG. Give them promo code to enter when purchasing tickets, they will receive bonuses for each promo code used.
5. E-mail blasts and boosted social media campaign to target Palm Beach/Wellington to Miami Beach and will feature a 60 sec countdown of the Seaglass 2020 video with a new end page pushing to Seaglass site. CTA: Tag the friend you want to Rose the Day away with. (messaging)

TICKET SALES MARKETING TIMELINE

First Day Of Ticket Sales:

- Event will be added to all community event calendars.
- First Social Post to be shared on Partner's Social Media (Hilton/ AutoNation)
- A countdown clock will be added to Seaglass/Venice websites counting down to event.

October: Week 2:

- IG/FB post featuring a carousel of images of 2020 fun. Begin Social Media 'Giveaway': Win 2 Tickets to Seaglass 2022
- CTA: Like post, tag a friend, and follow Venice Mag, Seaglass, Primo and any other partners.

October Week 3:

- Announce winner, encourage ticket purchase. Tease November giveaway.
- Get approval for street banners from City and get design approved and banners ordered.
- Place Seaglass signage at all South Florida Primo Locations.
- Finalize feature in Venice Winter Issue about Seaglass.
- Finalize Billboard design(s) for Clear Channel.

October: Week 4:

- Coordinate with partners, advertisers, and sponsors to have signage at their locations.
- Utilize partnerships with Chamber and Local Alliances to share information about event on social / sites.

Boat Show: 10/28-11/1

- Table tents and coasters will have QR Codes linking to Seaglass site / Tickets.
- Video running at Boat Show will feature Sizzle Reel including Seaglass and Venice.
- Distribute Seaglass Flip Flops at Boat Show.

- Seaglass Signage at Boat Show.
- Sell tickets to the event at Boat Show via card readers.
- Distribute flyers w/ Seaglass info and QR Code to site.
- Capture emails at event.

November:

Purpose: Continue to build awareness and drive ticket sales via partnerships with all sponsors.

- Digital Banners to run on sponsor websites w/ link to Seaglass site.
- Street Banners to go up along A1A and Las Olas. (City of Ft Laud partnership)
- Partners will send out eblasts with Seaglass information and highlight their participation in the event.
- Begin 2nd Social Media Giveaway: Swag Bag and tickets for two to Seaglass. CTA: Tag who you're grateful for, like the post, and follow Venice Mag, Seaglass, Primo and any other participating partners.
- Focus on Food: Social and Email campaign will begin rolling out images of food at Seaglass. Spotighting Chefs and brands while tying into Seaglass wines and foods.
- Buy ad on Nextdoor in all targeted areas.
- First billboard goes up.

DECEMBER:

Holiday Messaging:

- Email / Social: Give the Gift of Rose All Day: Create printable gift cards for the last-minute Holiday Shopper.
- Partner with Primo to create a basket of select featured Seaglass Rose with a local delivery option for recipient.
- Continue sharing new highlights from brands on social and tagging all involved.
- Share sneak peek of Swag Bag items on social. Push ticket sales.

WINTERFEST:

- Providing swag and giveaways for participating boats.

JANUARY:

Purpose: To Create a sense of Urgency

- Campaign will build on the existing line up of brands, entertainment and overall experience.
- Spotlight entertainers who will be performing on social and have them also share the information with their followers.
- Individual social posts featuring wines / chefs on social media.
- Running 2nd Billboard.

ONE WEEK OUT:

Purpose: Push ticket sales via Social / Eblast / TV.

- Boost social within target radius.
- Coordinate with Deco to tease the event.
- Set up Visit and Live Shot with Deco Drive on Friday, Jan 21 as event is set up.
- Bites with Belkys with Chef DaSilva to promote culinary and wine pairings: One week prior to event.

Partner / Location	Deliverables	Run Dates	CTA
SEPTEMBER			
Hilton	Hilton Web/Print/Social/Elevator video	Oct 1-Jan 21	Awareness/TicketSales/Traffic
AutoNation	Social	Oct 1-Jan 21 / ongoing	
CVB / Acqua	Social / Site / Eblast	Oct 1-Jan 21	
Print Ads: TBD	Travelhost / Modern Luxury	Dec/Jan	
Sponsor Shares	All Wine Sponsors (Digital)		1-Oct
Influencers	Influencer Digital Posts / Boosts		27-Sep Awareness/TicketSales/Traffic
Printed Coasters	Coasters w/ Logo / QR Code	For use everywhere	
LYC Beach Club Signage	Printed / Social / Eblast		
Press Release	Sent out 10.13 via Newswire / Alchemy		14-Oct Awareness/TicketSales/Traffic
Event Calendars	Digital Post / Event Description	Oct 1-Jan 22	Awareness/TicketSales/Traffic
Beaux Arts Signage	Signage / Flyers / Mags / Emails		
Winterfest	Social / Signage / Add'l touchpoints?		Awareness/TicketSales/Traffic
Charity Guild Event	Signage / Flyers / Emails		14-Oct Awareness/TicketSales/Traffic
Next Door	Paid Digital Post		1-Oct Feeder markets Awareness
Google Ads	Boosted Posts	Oct 1-Jan 21	
I heart Radio	Radio Spots / Barter	Oct 1-Jan 21	
OCTOBER			
Press Release	Sent out 10.13 via Newswire / Alchemy		14-Oct Awareness/TicketSales/Traffic
VIP Dinner	Eblast		1-Oct Awareness / Share
Digital Billboard	Billboard	Oct 14 - ?	Awareness
Primo Liquors	POS Flyers / POS Signage w QR code	Oct 1-Jan 22	Awareness / Ticket Sales
Boat Show	Flyers / Signage / Video Loop	Oct 1-Jan 22	Awareness / Ticket Sales
Venice/SG Web Banner	Website / Social	Oct 1-Jan 22	
AutoNation	Social	ongoing	
Cross promo w/ current advertisers	Web/Social / Eblasts	Oct 1-Jan 22	
Street Banners	Banners	Dec 21-Jan 21	Awareness
Social Media Boosts	As identified		Feeder markets / Awareness / Sales
Google Ads	Boosted Posts	Oct 1-Jan 21	
Wilton Manors targeted ads	Flyers / Signage / Pride Partners		
Hotel partner / Promo Codes	Partner hotel promo code campaign	Oct 15 - Jan 15	Buy Now / Save on Hotel Stay
GeoTargeted/Programatic Ads	TBD		Feeder markets
NOVEMBER			
	Deliverables	Run Dates	CTA

Brightline	Digital / Eblast	Nov 1-Jan 23	Awareness/TicketSales/Traffic
Dinner Save the Date	Evite		13-Oct
Dinner: Printed Invitation	Design and send to printer	send out 3 weeks prior	
Venice Fall Party / Westin	Signage/flyers at event		20-Nov
Gratitude Campaign	Digital / Eblast		16-Nov Charitable Giving

DECEMBER	Deliverables	Run Dates	CTA
-----------------	---------------------	------------------	------------

Venice/Seaglass Eblast/Website			
Street Banners	20 Lightpole banners on A1A / Las Olas	Dec 21-Jan 21	Awareness / Ticket Sales
Venice Web Banner	Website / Social	through Jan 22	Give the Gift of Rose
Eblast	Digital / Eblast		16-Nov Charitable Giving
Deco Drive Teaser	TV Segment		Event Awareness / Tickets
Venice Feature / Digital / Social	Feature story	Dec 1-Feb	Event Awareness / Tickets
Holiday Gift Campaign	Digital / Eblast	Dec 5-30	
New Year Campaign / Jan Push	Digital / Eblast	Jan 1 - Jan 22	Ticket push

JANUARY	Deliverables	Run Dates	CTA
----------------	---------------------	------------------	------------

Eblast	Digital / Eblast		16-Nov Charitable Giving
Seaglass Branded Signage	Banner for Event		
Seaglass Event Signage	Bathroom Signage		
Venice Web Banner	Website / Social	through Jan 22	
SG Social Countdown	Social	Jan 1 - Jan 22	Immediacy
SG Winners Announced	Social		15-Jan TicketSales/Traffic
Deco Drive Segment	TV	Jan 21-23	TicketSales/Traffic

Mercedes-Benz & AutoNation

SEAGLASS

THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



Hilton

FORT LAUDERDALE
BEACH RESORT



JANUARY 21-23

BUY TICKETS NOW AT SEAGLASSEXPERIENCE.COM

VENICE

11.08.2021 BID REG HYBRID MEETING



**VISIT
LAUDERDALE**

EVERYONE UNDER THE SUN

CITY

FURNITURE



ftbeach

Discover. Stay. Dine. Play.

Page 37 of 86

**V. Funding Request \$10,000
13.1 Fort Lauderdale , Relay, and 10K**

**Matt Lorraine
CEO
Exclusive Sports
Marketing, Inc.**

ATTACHMENTS:

- A) 13.1 Fort Lauderdale, Relay and 10K Presentation**
- B) BID Funding Application**
- C) Site Plan**
- D) Route**

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

13.1 Fort Lauderdale

Presented To:

ftlbeach

PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT



CITY OF FORT LAUDERDALE



SPONSOR PRESENTATION

131FortLauderdale.com

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

Weekend Summary



Event Date: December 18-19, 2021

Below is a Summary of the Expected Numbers:

Half Marathon Participants:	1,200
10K participants:	300
Spectators at Start & Finish Areas:	300
✦ <u>Total:</u>	<u>1,800</u>

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

13.1 Fort Lauderdale, Relay & 5K

December 19, 2021



The 13.1 Fort Lauderdale event will stage its 2021 edition this coming December 19th. The event fell on hard times due to mismanagement and we took it over in 2018. After starting the reparation process in 2019, Covid hit in 2020, setting us back and stalling the growth process. We have confidence in the event and are optimistic about a recovery. The running industry is starting to show signs of life and a resurgence.

The Half Marathon (13.1 Miles) & 10K distances are readily achievable for most people. The event is geared towards all levels of fitness, both runners and walkers. The event attracts participants due to its signature Fort Lauderdale Beach location, with a course featuring views of the Beach area along A1A.



[131FortLauderdale.com](https://www.131FortLauderdale.com)

Demographics



Runners represent a sought after target market. In general, they are a motivated, professional group of people. Many are married with children. Additionally, the term “*Run-Cation*” has become a recognizable term in the industry. Each year thousands of worldwide runners will bundle a running event into their vacation. Or, they will plan a vacation around a running event.

** In the 2019 event we welcomed runners from 16 US states, and 7 foreign countries. There is plenty of room for growth.

Demographics of Participants:

- Average Age: 43
- Gender Breakdown: 57% Female; 43% Male
- Marriage: 66% are married
- Avg. Household Income: \$75,000+, compared with the national avg. of \$52,700
- Education: 75.8% are college educated, compared with the national avg. of 30.4%
- Number of Running Events participated in a year: 7.6
- Average Stay during a visit: 3 days/ 75% too overnight stays for running events
- Travel: 22% travel 100-300 miles and 33% travel over 300 miles

Event Marketing Plan



The 13.1 Fort Lauderdale event platform requires a robust marketing plan to swing the event back to growth. The numbers have fallen from a peak of 4,000 people in 2014 down to its present attendance of 1,500 expected participants, and we are also dealing with the lingering effects of Covid. Due to the decrease in attendees the event is currently cash flow negative. But, we have made the commitment to grow the event and invest in a marketing program to focus on bringing runners from around the country.

Our marketing plan will consist entirely of social media and digital advertising. We have found that the highest Return on Investment is generated through this type of marketing. Additionally, we can easily track the performance of the ads and interact with potential customers.

Challenges to Overcome:

- Fix operations of event – *DONE*
- Streamline event expenses – *DONE*
- Win back customers
- Increase effective marketing
- Grow Revenues
 - Secure corporate sponsors
 - Increase participant revenue

Event Marketing Plan Details:

- June through December
- Utilizing Social Media – Facebook, Instagram, Twitter
- Targeting Adults 25-55 years of age, who enjoy Running, Health & Fitness, Travel
- Ads focusing on the Eastern Seaboard US, Southeast, Midwest, Canada

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

Branding Examples

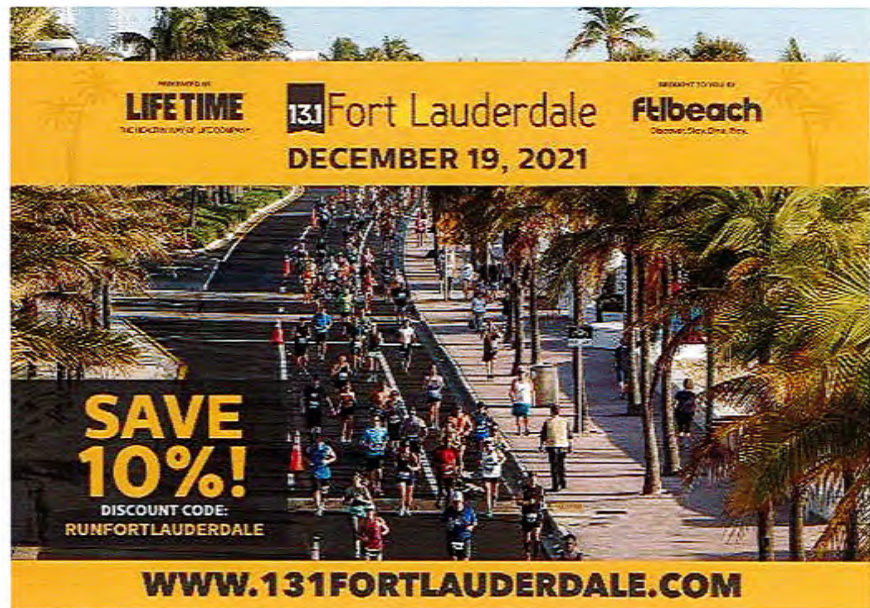


Below are examples of how the BID would be incorporated into the event and its Marketing

Digital ad used in social media



Digital postcard distributed electronically Throughout the Southeast



131FortLauderdale.com

Branding Examples



Below are examples of how the BID would be incorporated into the event and its Marketing



 T-Shirt- White



3'x6' banner for the start/Finish Line



131FortLauderdale.com

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

Summary...



The 13.1 Fort Lauderdale event represents a growth opportunity. We got a taste of the growth potential from the 2019 event, prior to Covid. The event takes place on the beach, primarily utilizing A1A with a start & finish location at Las Olas & A1A. We are going to incorporate a marketing program and some TLC to move the participation numbers back to a growth trajectory. The marketing efforts will focus on the eastern seaboard, the Southeast, the Midwestern US states, and Canada. The destination visitors will be directed and encouraged to stay at the hotels along the beach.



[131FortLauderdale.com](https://www.131FortLauderdale.com)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

Matthew Lorraine

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

Exclusive Sports Marketing, Inc. of Florida

B. Is the company doing business under another name?

If yes, please list the name below.

No

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- Sole proprietorship
- Partnership
- Corporation
- S-Corp
- Limited Liability Corporation (LLC)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

Matthew Lorraine, CEO

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

13.1 Fort Lauderdale, Relay, and 10K

The event has been held in prior years. We assumed ownership in 2018 after the event had fallen on hard times.

5. Location of Event

Provide description and location map or site plan.

Start/Finish: Las Olas Oceanside Park,
3000 E. Las Olas Blvd.,
Fort Lauderdale, FL 33316

Run Course: Out and back along A1A

6. List all dates associated with this event

a. Set-Up Date: Saturday, December 18, 2021

b. Event Date: Sunday, December 19, 2021

c. Breakdown Date: Sunday, December 19, 2021

7. Hours of Operation: 6:30am – 12pm Noon

8. Projected Attendance: 2,000 participants

9. Cost to Attendees: \$40 - \$100

10. Total Cost of Event: \$100,000



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

11. Amount Requested from the BID: \$10,000

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

Funds will be used for marketing to expand our budget and target out of town participants to move the event on a growth trajectory.

13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.

Revenue Sources:

Runner Registration Revenue

On-site sponsors

\$3,000 fund request from the Greater FTL CVB. We are awaiting on word with regards to that request.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

Activities of the 13.1 Fort Lauderdale event include:

- Runner registration and packet pickup at a local business
- Half Marathon
- 2-Person Half Marathon Relay
- 10KRun/Walk
- Post-race Party at Las Olas Park

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 three to five years. Attach a narrative, if necessary.

In 2019 the BID provided funding which helped start the growth process of the event. We managed to turn the corner and be slightly cash flow positive in 2019. Covid greatly impacted the event industry and stalled the process. Presently we are back in a situation prior to 2019 funding. But thankfully we have a blueprint for how to achieve growth, having already achieved that from the 2019 event. Additionally, Covid impacted our sponsorship program. We lost our 2 main sponsors during Covid. They have communicated that they will explore sponsorships again in 2022. Bridging the gap to that opportunity would greatly help the event.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. 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 the number of visitors to the BID.**

The positive economic impact that will be generated will be driven by out of town participants that will travel to Fort Lauderdale to participate in the event. Destination runners will stay in hotels along the beach, along with shopping and dining in businesses and restaurants located in the area. Our scenic course along A1A is the selling point of the event. For the 2019 event, people were attracted by the idea of running in an event along the iconic A1A, with miles of views of the ocean. These are the types of runners that we wish to attract. Further details of the runner demographics are provided in the PowerPoint Presentation.

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

We can measure the success of our marketing program based on the registration data we receive. During the registration process of the event, runners provide their home addresses. We have accurate information from where they will be visiting from.

- 18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

Our event marketing plan showcases the scenery of the area and our run course along A1A. We are "selling" views of palm trees, the ocean, sunshine, and the attractive hotel properties along our run course. There are thousands of running events throughout the country. We strive to utilize the Fort Lauderdale Beach as the differentiator to separate our event from the pack and create a memorable experience for our participants.

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

The 13.1 Fort Lauderdale event platform requires a robust marketing plan to swing the event back to growth. The numbers have fallen from a peak of 4,000 people in 2014 down to its present attendance of 1,500 expected participants. We started to turn the corner in 2019 with an increase in attendance and improved cash flow of the event. Covid set us back, but we are announcing the running world that we are back in business for 2021 and beyond. We have made the commitment to grow the event and invest in a marketing program to focus on bringing runners from around the country. Our marketing plan will consist entirely of social media and digital advertising.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION BID SPONSORSHIP TERMS

20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- A. BID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- B. BID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing 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 with the City of Fort Lauderdale.
- I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- If the BID Committee recommends approval of 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. Address follows on the next page.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION BID SPONSORSHIP TERMS

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

Please also submit electronic copies via e-mail to:

- o Tasha Cunningham, BID Manager:
tasha@thebrandadvocates.com
- o Cija Omengebar, City of Ft. Lauderdale CRA:
COMengebar@fortlauderdale.gov
- o Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

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

If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attention: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION
APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

Address: 18 NW 18th Street, Delray Beach, FL 33444
Office Number: (561) 865-5379
Cell Number: (561) 504-2001
Email: Lorraine@exclusivesports.com

Prior to Signing This Application, please check the following to acknowledge completion:

- LEGAL NAME AND PLACE OF BUSINESS MATCH SUNBIZ.ORG
LOCATION OR SITE MAP IS ATTACHED TO THE APPLICATION
PROOFS OF HOW THE BID LOGO WILL BE USED ARE ATTACHED
AS THE APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT
or
NOT AUTHORIZED TO SIGN AGREEMENT

BID FUNDING HISTORY (For BID Staff Use Only)

- 1) 2018 - Awarded \$20,000 for A1A Marathon.
2) 2019 - Awarded \$10,000 for Fort Lauderdale 13.1, Relay and 5K

Matthew Lorraine

APPLICANT FULL NAME (PRINT)

Matthew J. Lorraine

APPLICANT SIGNATURE

MANAGER:

Matthew Lorraine, CEO

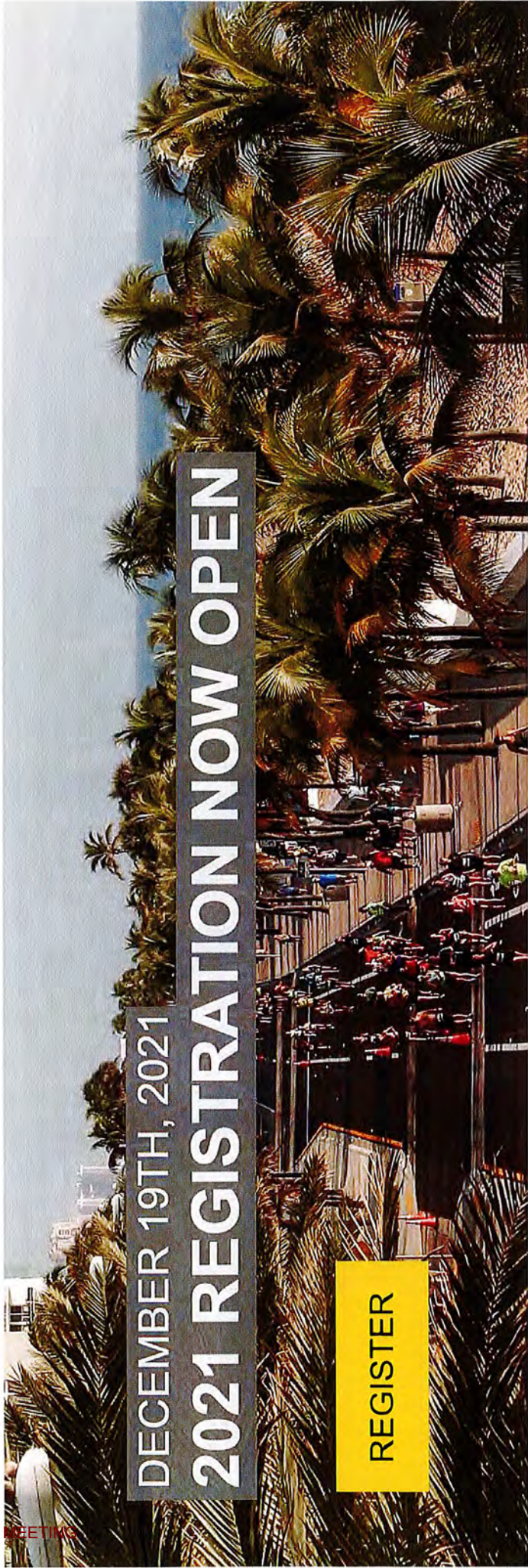
COMPANY NAME AND TITLE

11/3/2021

DATE SIGNED

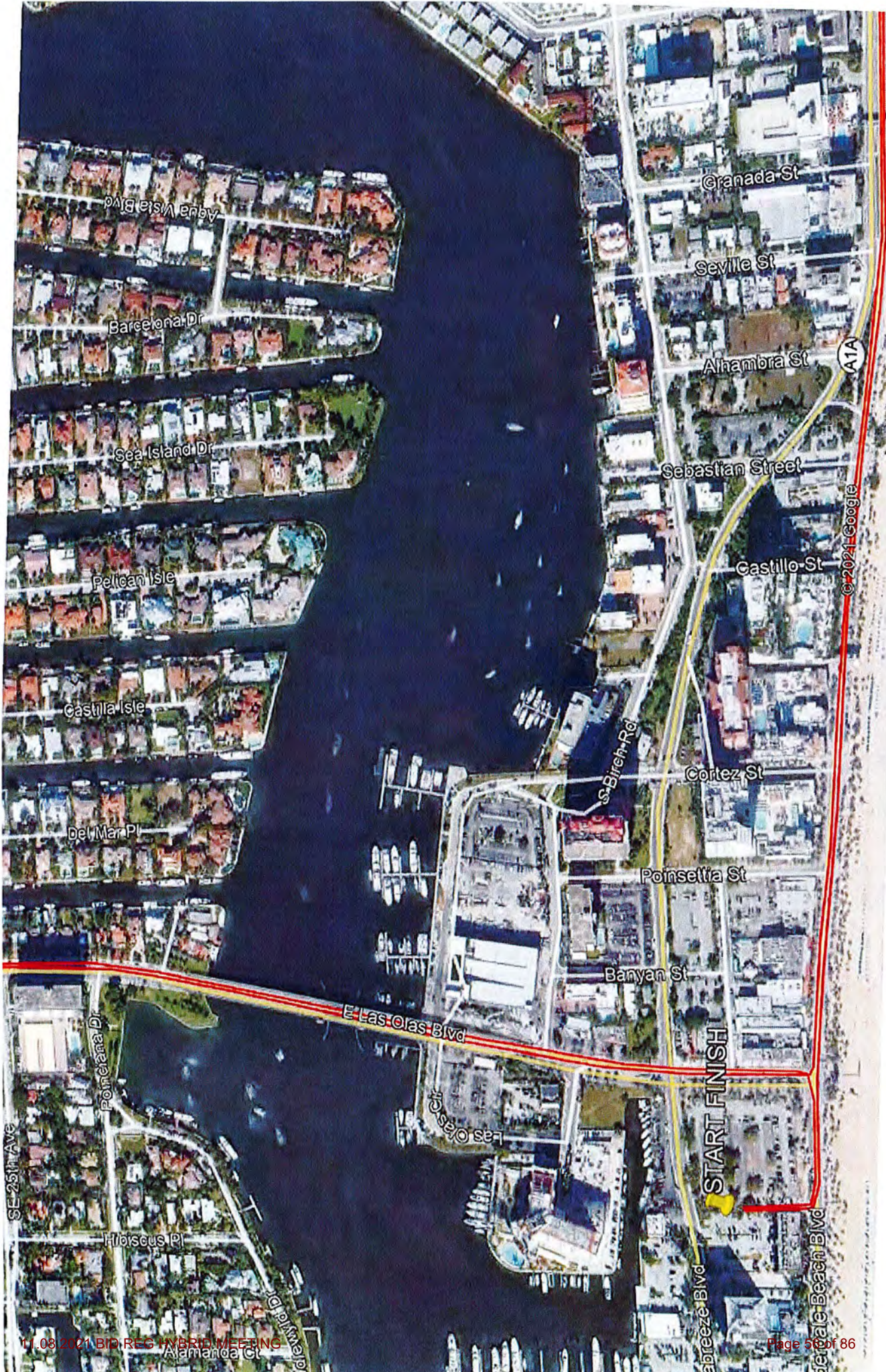
NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company, with the City of Fort Lauderdale.

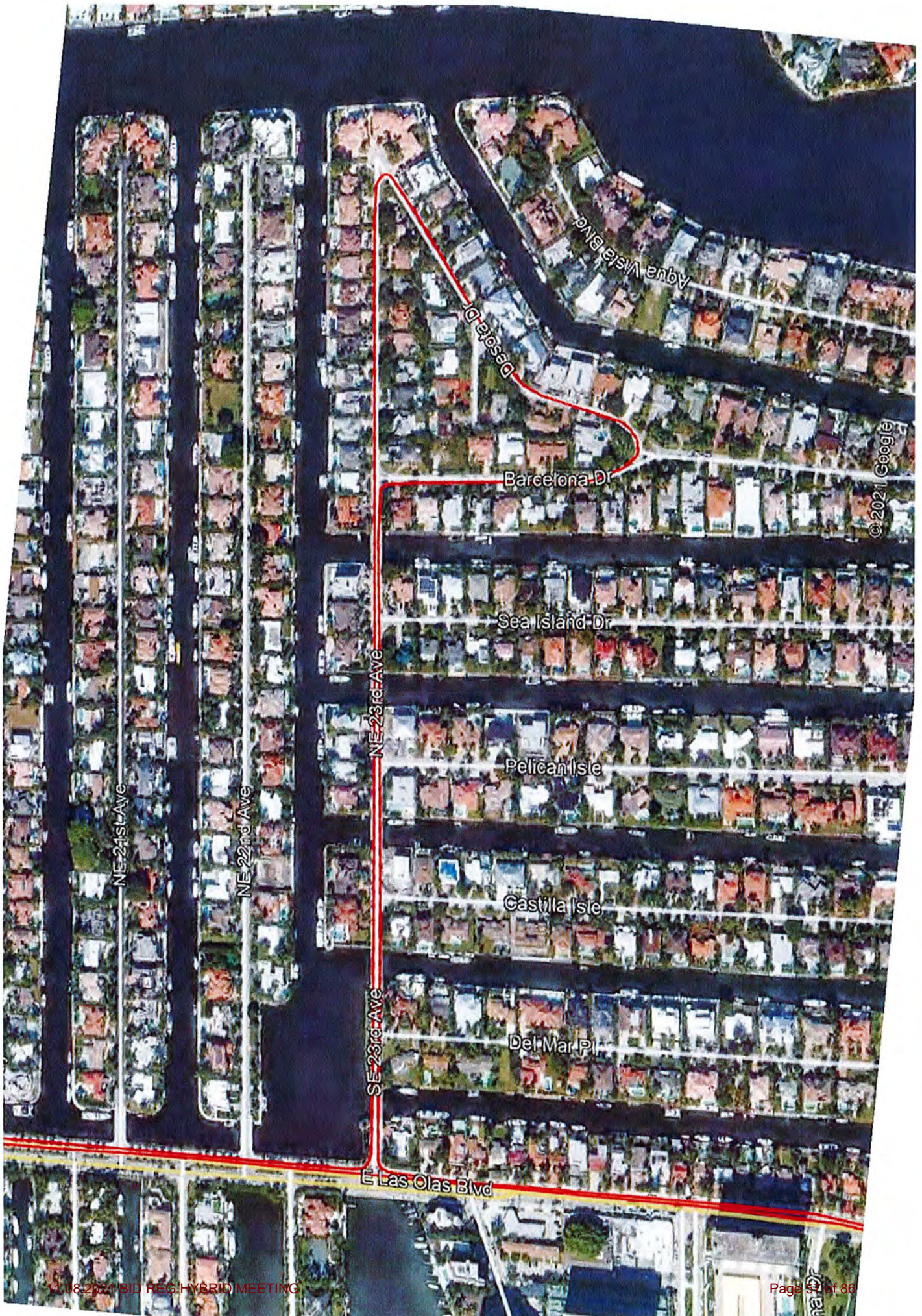


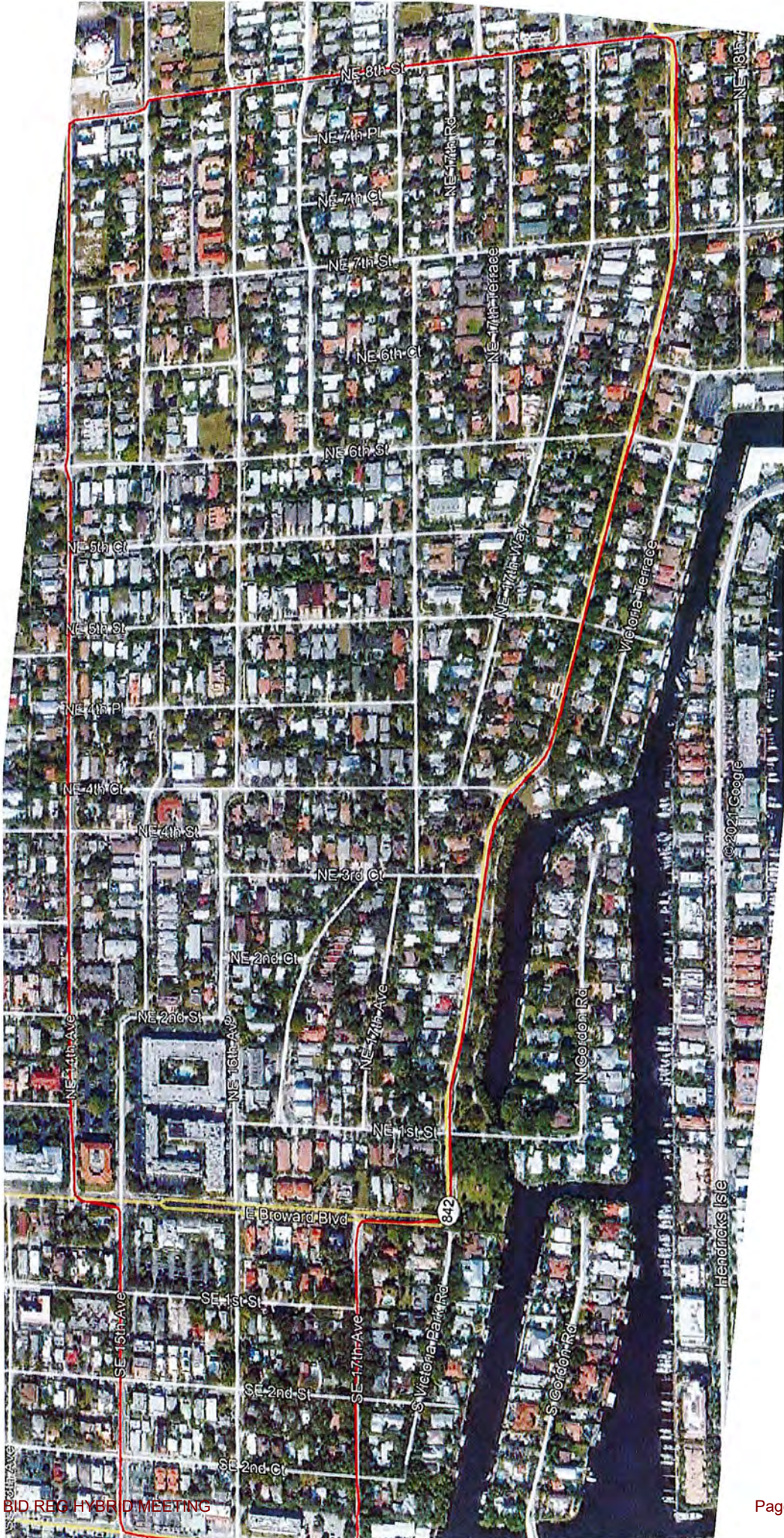


DECEMBER 19TH, 2021
2021 REGISTRATION NOW OPEN

REGISTER



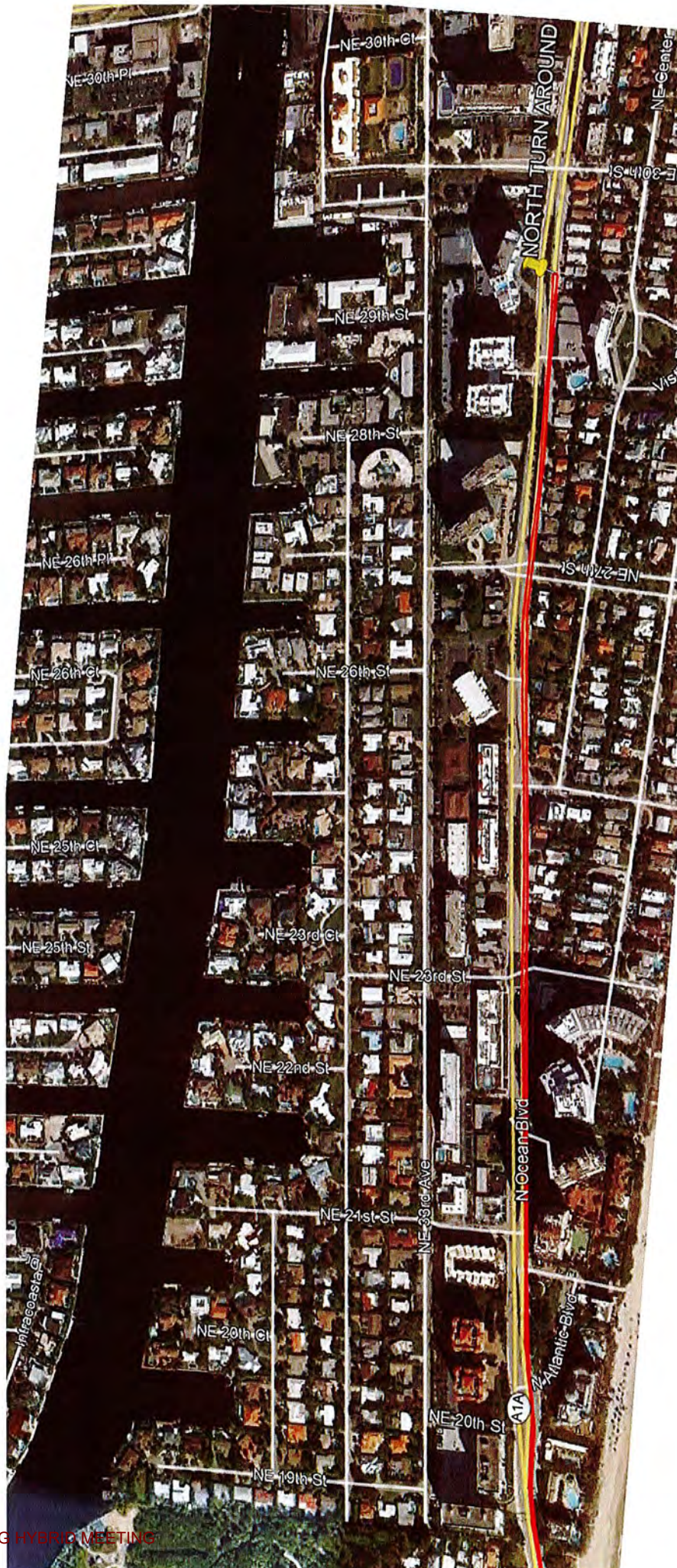






© 2021 Google






**VI. Funding Request \$75,000
Greater Fort Lauderdale
Food & Wine Festival**

**Kate Reed
President
&
Phil Marro
Vice President
Greater Fort
Lauderdale
Food & Wine Festival
Inc.**

ATTACHMENTS:

- A) Greater Fort Lauderdale Food & Wine Festival Presentation**
- B) BID Funding Application**
- C) Marketing Backup**
- D) Marketing Schedule**
- E) BID Logo Examples**

GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL

presented by
 VISIT LAUDERDALE



JANUARY 10 - 16, 2022

ftibeach
Discover. Stay. Dine. Play.



Release Your Inner Foodie

The Greater Fort Lauderdale Food & Wine Festival is the premier culinary event in Broward County. Featuring monthly curated experiences and culminating with a week-long celebration, the festival places the spotlight on Broward County as one of the top foodie destinations in the country. GFLFW will connect locals and tourists with emerging and national brands as well as top culinary talent from Greater Fort Lauderdale and around the world.

Experiences:

Signature Events

- Cocktail Confidential
- Poolside BBQ Battle
- Grand Tasting
- Family Day benefiting Joe DiMaggio Children's Hospital

Education

- Culinary Demonstrations
- Wine/Beer/Spirits Seminars
- Family-friendly Culinary Classes

Savor Series

- Intimate Dining Experiences
- Mixology Events

Art & Culture

- Foodie Flicks
- Interactive Art Installations
- Music

Charitable Initiative:

The Greater Fort Lauderdale Food & Wine Festival will again benefit Joe DiMaggio Children's Hospital, helping with their mission to improve the overall health of the community.

5,500+ ATTENDEES

100+ # OF VIP GUESTS

INAUGURAL
2019
YEAR

PERCENTAGE OF ATTENDEES FROM OTHER PARTS OF FLORIDA, THE UNITED STATES, CANADA, THE CARRIBBEAN AND LATIN AMERICA



100+ PARTICIPANTS



LOCAL AND INTERNATIONALLY KNOWN CHEFS



LOCAL RESTAURANTS AND CATERERS



WINERIES, CRAFT BREWERIES AND DISTILLERIES

40% PERCENTAGE OF ATTENDEES WITH A HOUSEHOLD INCOME OVER \$75,000

PERCENTAGE OF ATTENDEES FROM BROWARD COUNTY

52%

INTEREST & AFFINITY CATEGORIES



MEDIA & ENTERTAINMENT



TRAVEL BUFFS



COOKING ENTHUSIASTS



HOME IMPROVEMENT



BUSINESS PROFESSIONALS



SHUTTERBUGS



BANKING & FINANCE



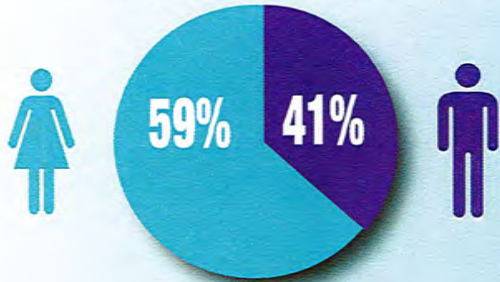
FOODIES



CONCERTS & FESTIVALS

BY THE NUMBERS

GENDER SPLIT



AGE

25-34	29%
35-44	26%
45-54	21%



TOTAL REACH

111M+ MEDIA & PR IMPRESSIONS

\$3.1M+ MEDIA & PR VALUE

25K+ SUBSCRIBERS

OOH



- Digital Billboards
- Fliers/Rack Cards/Social Cards
- ArtsPark Digital Display
- Florida Panthers In Game Static Images

4,659,000
TOTAL IMPRESSIONS

DIGITAL



- GFLFoodWine.com
- Web Banner Placements & Re-targeting
- Email Blasts

7,226,000
TOTAL IMPRESSIONS

RADIO



- Entercom/ Cox Media Group
- On-air & Online Campaigns
- 580 Spots
- Social Media Posts

4,250,000
TOTAL IMPRESSIONS

PR



- Television: 23+ Packages, Mentions & Live Coverage
- Broadcast Total Viewership of 2,750,000
- Print & Digital: 107 Articles
- Filmed Interviews

93,386,000
TOTAL IMPRESSIONS

SOCIAL



- Partnered with Local Bloggers & Influencers
- Updates on Facebook & Instagram
- Social Media Ads

3,982,000
TOTAL IMPRESSIONS

45%

BROWARD COUNTY

30%

FLORIDA-OUTSIDE BROWARD

23%

OUTSIDE FLORIDA

25 STATES
5 COUNTRIES

* Festival cancelled in 2020 due to Covid-19 10 Days prior to commencement date. Limited Festival in 2021 due to Covid-19.

BITES AND SIPS



HOST OF THE GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL GRAND TASTING AND FAMILY DAY

The Greater Fort Lauderdale Food & Wine Festival is an elevated experience offering a partner the unique opportunity to connect with its target audience in a unique and relaxed environment. Partnership includes multiple branding opportunities such as recognition as the host of the Grand Tasting and Family Day, experiential activation space, logo on chef's aprons and tasting glasses, branded signage and more. For the attendee, the festival offers distinct culinary experiences for both adults and children alike with event activations for everyone under the sun.



- Recognition as the host of the Greater Fort Lauderdale Food & Wine Festival Grand Tasting and Family Day
- 30 GA tickets for the Grand Tasting (may be used for contests)
- 16 VIP tickets for the Grand Tasting (may be used for contests)
- 1- 10 x 20 exhibit space at the Grand Tasting and Family Day
- Partner logo on all tasting glasses for the Grand Tasting
- Partner logo on all chef aprons for the Grand Tasting
- Partner logo placement on the entrance banner to the Grand Tasting and Family Day
- Partner logo placement on Adirondack chairs placed throughout the venue
- Partner logo placement on Kitchen Demo Stage banners at the Grand Tasting and Family Day
- Partner logo on all email newsletters
- 4 event-related posts on Festival Social Media properties promoting FTL Beach
- Opportunity for a co-branded ticket giveaway with festival and FTL Beach
- Partner logo placement on the partner page of GFLFoodWine.com and website footer, clickable to partner's website
- 10 Banner placements at the Grand Tasting and Family Day (banners provided by partner)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

Katrina Reed

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

Greater Fort Lauderdale Food & Wine Festival, Inc.

B. Is the company doing business under another name?

If yes, please list the name below.

No

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- Sole proprietorship
- Partnership
- Corporation
- S-Corp
- Limited Liability Corporation (LLC)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

Katrina E. Reed ; President

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

Greater Fort Lauderdale Food & Wine Festival. The inaugural year of this event was held in 2019 in various locations around Broward County. The Grand Tasting and Family Day took place March 23-24, 2019 at ArtsPark in Young Circle, Hollywood, FL. The festival was canceled 10 days before it was supposed to occur in March of 2020 due to Covid-19. In 2021 we produced a "re-imagined" festival week consisting of 5 dinners that all sold out and a toy drive benefiting Joe DiMaggio Children's Hospital.

5. Location of Event

Provide description and location map or site plan.

Las Olas Oceanside Park- 3000 E. Las Olas Blvd. Fort Lauderdale, FL 33316. Site Plan Attached

6. List all dates associated with this event

- a. Set-Up Date: 1/14/2022
- b. Event Date: 1/15/2022-1/16/2022
- c. Breakdown Date: 1/17/2022

7. Hours of Operation: 12:00PM-4:00PM

8. Projected Attendance: 9500

9. Cost to Attendees: \$50-\$125

10. Total Cost of Event: \$415,250



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

11. Amount Requested from the BID: \$75,000

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

BID Funding will be used for overall brand development of the Greater Fort Lauderdale Food & Wine Festival as well as production costs associated with moving the event to Fort Lauderdale. Costs associated are directly related, but not limited to, advertising/ marketing, talent acquisition, and production (including fencing, security, restrooms, sanitation, cleanup, promotions, fliers, posters, marketing, logistics, police detail, Fire/EMS, tents, tables, chairs, Television, newspaper, magazines, social media, Entertainment, talent, power, barricades, and signage).

13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.

Greater Fort Lauderdale Convention and Visitors Bureau: \$150,000 Requested- Under Review Ticket Sales and Sponsorship from local and National Brands (Local Law Firm \$40,000; Local Car Dealership \$7,000; Pomerey \$2,500; FTL DDA \$2,500 Cash/ \$7,500 Marketing trade). Others under review.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

On Saturday a Food and Wine Festival Grand Tasting where attendees will sample food and wine prepared by chefs, restaurants and beverage companies from Broward County and across the country. There will be culinary demonstrations throughout the day. Sunday will be a free family day open to the public with food and drink available for purchase from local merchants as well as children's culinary classes, family-friendly cooking demos and wine seminars for the adults.

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 three to five years. Attach a narrative, if necessary.

Like all events, the Greater Fort Lauderdale Food and Wine Festival will become self- sustaining through strategic partnerships with various local and national brands in the form of sponsorships. Additionally, ticket sales revenue will play a vital role in the Greater Fort Lauderdale Food & Wine Festival's mission to becoming a self-sustained event.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. 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 the number of visitors to the BID.**

The goal of the Greater Fort Lauderdale Food & Wine Festival is to promote Fort Lauderdale's culinary scene on a national level. Our featured event, The Grand Tasting, will be held on Fort Lauderdale Beach and heavily marketed both nationally and locally, making Fort Lauderdale Beach hotels an attractive option for our attendees. Key national markets include NY, NJ, IL, CA, TX and PA. In our first two years of the festival we have averaged 45% of attendees from Broward County, 30% in Florida outside Broward County, and 23% outside of Florida with representation from 25 States and 5 Countries. We have formed a strategic partnership with the NY Wine and Grape Association and a Sommelier from NY who will market the event in their area as well.

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

The Greater Fort Lauderdale Food & Wine Festival will provide to the BID a summary of web traffic including user demographics, geographic locations and behavior tracking. A summary of media tracking of local, regional and national coverage. A summary of market research data gathered by the Greater Fort Lauderdale Food & Wine Festival's PR and marketing team.

- 18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

The goal of the Greater Fort Lauderdale Food & Wine Festival is to promote Fort Lauderdale's culinary scene on a national level. Our featured event, The Grand Tasting, will be held on Fort Lauderdale Beach and heavily marketed both nationally and locally, highlighting Fort Lauderdale Beach and all that it has to offer. We have already gotten commitments from 10 Beach Hotels/ Restaurants to participate in the festival (see attached sheet of GT participants), further highlighting the area. We have formed a strategic partnership with the NY Wine and Grape Association and a Sommelier from NY who will market the event in their area as well. We will promote a co-branded giveaway highlighting FTL Beach as a destination.

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

Multi faceted marketing plan to include both regional and national campaigns. Campaign formats will include TV, Print, Radio and a Digital focus to encourage foodie destination travel. Past campaigns have generated in excess of 111 million media impressions with a Media and PR value of \$3 million dollars. See attached marketing plan.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

BID SPONSORSHIP TERMS

20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- A. BID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- B. BID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing 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 with the City of Fort Lauderdale.
- I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- If the BID Committee recommends approval of 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. Address follows on the next page.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION BID SPONSORSHIP TERMS

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

Please also submit electronic copies via e-mail to:

- o Tasha Cunningham, BID Manager:
tasha@thebrandadvocates.com
- o Cija Omengabar, City of Ft. Lauderdale CRA:
COMengabar@fortlauderdale.gov
- o Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

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

If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attention: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

Katrina Reed
184 Christine Drive
Satellite Beach, FL 32937
(585)750-9468
kate@gffoodwine.com

Prior to Signing This Application, please check the following to acknowledge completion:

- LEGAL NAME AND PLACE OF BUSINESS MATCH SUNBIZ.ORG
 - LOCATION OR SITE MAP IS ATTACHED TO THE APPLICATION
 - PROOFS OF HOW THE BID LOGO WILL BE USED ARE ATTACHED
 - AS THE APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT
- or*
- NOT AUTHORIZED TO SIGN AGREEMENT

BID FUNDING HISTORY
(For BID Staff Use Only)

Katrina E Reed

APPLICANT FULL NAME (PRINT)

Katrina E. Reed

APPLICANT SIGNATURE

MANAGER:

Greater Fort Lauderdale Food & Wine Festival,

COMPANY NAME AND TITLE

November 3, 2022

DATE SIGNED

NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company, with the City of Fort Lauderdale.

MARKETING



The Greater Fort Lauderdale Food & Wine Festival has a multifaceted marketing strategy that focuses on robust social media campaigns, major local and regional print publications, radio giveaways and commercial spots, e-mail blasts, web banners, and outdoor advertising.

PRINT	DESCRIPTION	QUANTITY
RSVP Direct Mailer	Coupon pack sent to Broward County Homes with AGI of 125k+	50,000
Event Fliers/ Posters	Fliers and posters given to participating restaurants, businesses, and hotels	100,000
TravelHost	Editorial	200,000

TV & RADIO	DESCRIPTION	QUANTITY
Television	Promotional spots and interviews	Negotiating
Radio	Promotional radio spots, interviews and giveaways	Negotiating
YouTube	Series of cooking demos highlighting Broward County chefs	79,000+ Views

IN THE NEWS



MARKETING-DIGITAL

DIGITAL- GFLFW	DESCRIPTION	QUANTITY
E-blasts	Targeted updates and offers (twice a month October- Janaury)	150,000/per
Facebook Events	Event updates pushed out to followers and those interested in attending	13,000
Eventbrite Events	Targeted email marketing through Eventbrite to past ticket purchasers	7,600
Paid Social Media Ads	Paid promotions and contests through Instagram, Facebook and LinkedIn	100+
Discover FTL Beach Promo	Promotions encouraging viewers to visit Fort Lauderdale Beach	4
Discover FTL Beach Contest	Co-branded ticket giveaways on multiple social platforms	4

DIGITAL- PARTNERS	DESCRIPTION
Travelhost	Event calendar listing; website listing including ticket links; editorial/blog featured on website; social media posts (45,000+ followers)
Visit Lauderdale	Marketing support including press releases, paid social posts (311K+ Followers), giveaways, calendar listing on website
Influencers	Social posts and contests including Hungry Black Man (71K Followers); BurgerBeast (123K Followers) ; NOLA Creations (14K Followers); Lauderdale Local (13.5K Followers), etc.
Charity Partner	Cross promotion by Joe DiMaggio Childrens hospital with email blasts, social posts,and contests (160K+ Followers)
Participants	Social posts, email blasts and ticket giveaways on multiple social platforms from festival participants and their PR companies (over 75 chefs, restaurants, hotels, liquor brands, retailers and vendors)

SOCIAL

TravelHostFTL
11 hrs · 🌐

Save while you can! Early Bird ticket pricing expires on Monday, Nov 8th for the Greater Fort Lauderdale Food & Wine Festival



Restaurants presenting at The Grand Tasting will be announced on Nov 10th. What are you waiting for?
... See more

Greater Fort Lauderdale Food & Wine Festival is in Downtown Fort Lauderdale.
Oct 26 · Downtown Fort Lauderdale · 🌐

@chefdarrelljohnson and @nolacreation504 are in the building!

The contents of this bag are highly addictive. Want some? Check out GFLFoodWine.com for a full schedule of appearances.

#gflfw #fortlauderdale #fortlauderd... See more

Downtown Fort Lauderdale · Join
Arianne Glassman · January 17 · 🌐

Gal pals, newly engaged and lovers of a lifetime you ready to take your love to new heights, lite From the producers of Greater Fort Lauderdale & Wine Festival, and award-winning Wedding I Keith Willard Events LLC, Love is in the Air: a Valentine's Affaire is an experience like no othr Featuring live music and entertainment, a... See more

Greater Fort Lauderdale Food & Wine Festival
Posted by Phillip Marro
July 8 · 🌐

#TBT to the SOLD OUT Land & Sea Pairing Dinner at Here & Now Ft. Lauderdale with Chef Sergio ... See More



Visit Lauderdale
Photos Videos **Events** Posts Groups

ENDED MARCH 17
SOLD OUT - Cocktail Confidential: A Spirited Affair
Sistrunk Marketplace & Brewery
Phillip Marro invited you.

ENDED MARCH 16
SOLD OUT - Hip Hop Beats & Wagyu Beef
Sardelli Italian Steakhouse
Phillip Marro invited you.

ENDED MARCH 15
SOLD OUT - My HERITAGE by Chef Rino Corbone
Heritage FTL
Community Farmers Markets Of South Florida
Oct 27 · 🌐

Mark your Calendars. Lickie Stickie BBQ is part of the hosting committee of talented chefs. Find Lickie Stickie BBQ at our weekend farmers markets. Farmersmarketfl.com
<https://gflfoodwine.com/>

EARLY BIRD TICKET PRICES

PURCHASE BY



WIN TICKETS

January 10-16, 2022

presented by VISIT LAUDERDALE

Scan this code for a chance to win two tickets to the Greater Fort Lauderdale Food & Wine Festival Grand Tasting

SUNDAY 02.14.21

LOVE IS IN THE AIR

A VALENTINE'S AFFAIRE

SUN, FEB 14
Love Is In The Air
Las Olas Beach Garage 200 Las Olas Ci...

Bubbles & Pearls
March 27 · 🌐
We ❤️ you CHEF! Josie Smith Malave

Greater Fort Lauderdale Food & Wine Festival is at The Atlantic Hotel & Spa
Posted by Instagram
March 20 · Fort Lauderdale, FL · 🌐
This evening was magical thanks to this culti dream team!
... See More



Visit Lauderdale
Photos Videos **Events** Posts G



GFLFoodWine.com

GREATER FORT LAUDERDALE FOOD & WINE • SEED FOOD & WINE PRESENT

Veg Out

SOLD OUT

FOUR COURSE WINE-PAIRED PLANT-BASED DINNER EXPERIENCE CELEBRATING TWO OF FT LAUDERDALE'S BEST CHEFS!

FOR TICKETS VISIT WWW.GFLFOODWINE.COM

FRIDAY, MARCH 19, 2021 AT 7 PM

FRIDAY, MARCH 19, 2021 AT 7 PM

BEAST

Burger Beast

Conduct Food Evangelist since 2010
Miami, Florida
🍔 100% Real

60K Followers
Page · Blogger
PO Box 260054, Miami, FL, United States, Florida
(786) 752-6656
burgerbeast@burgerbeast.com
burgerbeast
burgerbeast.com

Traveling · Watching Movies
Listening to Music

Food Trucks at ArtoPark was revived by the city of Hollywood. Despite our numerous attempts to try to keep the event going, the City of Hollywood, Florida Government shut us down. There was also pressure from restaurants near Young Circle who let it be known that they didn't want the event. It's ridiculous cause Food Trucks at Arto Park singlehandedly revitalized Monday nights in Hollywood. It was a great 8 and a 1/2 year run. We're very proud to say we had thousands upon 1. See more

ENDED MARCH 21
Catch the Love Toy Drive Joe DiMaggio Children's Cali Coffee

ENDED MARCH 19
SOLD OUT - Veg Out: Plant Based Dining Experience
The Atlantic Hotel & Spa

ENDED MARCH 18
Shady Distillery Dinner
Sistrunk Marketplace & Brew

FRIDAY, MARCH 19, 2021 AT 7 PM
SOLD OUT - Veg Out: Plant Based Dining Experience feat Chef Josie...

MARKETING SCHEDULE

OT: FY 2022	Pre-Event		Event Days				Event-Over				Post-Event								
Day	Week 24	Week 20	Week 15	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
Coordination																			
Key Event																			
Event Return																			
Official Event Launch																			
Early Bird																			
Radio Sponsorship																			
Spokesperson																			
Email Newsletter																			
Blog																			
Guest Blog																			
Organic Social																			
Instagram																			
Facebook																			
Twitter																			
LinkedIn																			
Paid Social																			
Influencers																			
HELP																			
Partner Promotions																			
Publications																			
Travel/OTL																			
Event Listings																			
Press Releases																			
SBA Advisors																			
Overall Marketing																			
Partners																			
Partners																			



1 1 00 000 0 1 2 3 4 5 6 7 8 9

BID LOGO EXAMPLES



VII. BID Manager Update

- **Co-op Promotional Campaign Update**
- **Food and Beverage Program**

Tasha Cunningham
BID Manager

**VIII. Communications to the
City Commission**

**Anna MacDiarmid
BID Chair**

IX. Old/New Business

**Sarah Hannah-Spurlock
Nighttime Economy
Manager**

- **January Rebranding Workshop**

- BID regular meeting is Monday - January 10
- Optional workshop dates:
 - 1) Thursday, *Jan 13* (AM or PM)
 - 2) Friday, *January 14* (AM or PM)
 - 3) Monday, *January 17* (AM only)
 - 4) Friday, *January 21* (AM or PM)

- **December Meeting Agenda Item Recommendations**

- 1) *Co-Op Promotional Campaign Presentation*
- 2) *Myfortlauderdalebeach.com Quarterly Update*
- 3) *Las Olas Marina MOT Plans Presentation*
- 4) *South Beach Park Infrastructure Project Presentation*

V. Adjournment

**Anna MacDiarmid
BID Chair**