

AGENDA
REGULAR MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
Monday– December 13, 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 November 8, 2021 | Anna McDiarmid BID Chair |
| III. | South Beach Park Parking Lot Infrastructure Project Status Update | Diana Carrillo Transportation & Mobility Program Manager |
| IV. | Three Year Funding Request \$750,000 Tortuga Music Festival | Chris Stacey Rock the Ocean Founder |
| V. | Co-op Promotional Campaign Presentation | Camila Clark Greater Fort Lauderdale & Visitor Bureau Senior Vice President Marketing & Communications and Fran Vacarro Aqua Marketing Regional Vice President |
| VI. | BID Manager Update <ul style="list-style-type: none">• Light Up the Beach• Audacy Beach Festival• BID Application Prospects | Tasha Cunningham BID Manager |
| VII. | Communications to the City Commission | Anna MacDiarmid BID Chair |
| VIII. | Old/New Business <ul style="list-style-type: none">• Lifeguard Towers Update• Increase Event Application• BID Not Just a Funding Source• February Meeting Agenda Item Suggestions | Sarah Spurlock Nighttime Economy Manager |
| V. | Adjournment | Anna MacDiarmid BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – JANUARY 10, 2022**

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

- Regular Hybrid Meeting
November 8, 2021

**Anna McDiarmid
BID Chair**

DRAFT

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

**Monday, November 8, 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 | 3 | 0 | 0 |
| Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate | P | 3 | 0 | 0 |
| Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate | P | 3 | 0 | 0 |
| Greater FTL Chamber of Commerce <u>Stuart Levy</u> | P | 3 | 0 | 0 |
| The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate | P | 3 | 0 | 0 |
| B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate | P | 3 | 0 | 0 |
| Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate | A | 2 | 1 | 0 |
| Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate | P | 3 | 0 | 0 |

Staff

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

Guests

Ina Lee
Carlos Suarez
Michelle Addison
Jessica Graves
Matt Lorraine
Kate Reed
Phill Marro

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.

Chair MacDiarmid reminded the Board to disclose any conflicts of interest with each funding request and reviewed the purpose of the BID.

II. Approval of Meeting Minutes

- **Regular Meeting – October 18, 2021**

Motion made by Mr. Medeiros, seconded by Mr. Kusich, to approve the minutes of the October 18, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

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

Sarah Spurlock, Nighttime Economy Manager, shared a current version of the BID budget and discussed events funded or planned for FY22. She explained the reserves balance and stated any future funding requests for the year would come out of reserves. Continuing, she provided a funding history and discussed the objective of providing events with seed money with the intent to eventually phase out funding.

IV. Funding Request (\$25,000) – Seaglass Fort Lauderdale Rosé Experience

Carlos Suarez, President, Seaglass Group, LLC, provided a brief background on the Seaglass Fort Lauderdale Rosé Experience event and the organizing team. He introduced Michelle Addison and Jessica Graves and showed an event video.

Ms. Addison provided details of the expanded event, with a projected attendance of 2,400. She discussed events to include live music, culinary pairings with celebrity chefs, and activation on the beach. She shared information on partners and marketing.

Ms. Graves discussed expansion into additional markets with digital marketing and social media influencers. She noted a variety of hotel packages and unique experiences, including tastings, shopping, and yoga to draw different demographics.

Ms. Addison highlighted some of the participating celebrity chefs. Mr. Levy suggested Fabio Viviani be added to the list.

Ms. Spurlock asked if the event had City approval. Mr. Suarez stated the paperwork was in, and attorney Stephanie Toothaker was working on the issue but a vote by the City Commission had not yet occurred.

Chair MacDiarmid asked if it was a conflict of interest if their hotels were sponsors. Discussion ensued as to partnership with the hotels and potential financial gain. Chair MacDiarmid and Ms. Johnson stated their hotels had paid for cabanas. Discussion continued, and it was determined the event was ticketed and the involvement did not constitute a conflict of interest.

Ina Lee commented on the importance of the event as a part of branding Fort Lauderdale Beach as a foodie destination. She noted it did not say South Beach.

Mr. Medeiros asked about the food and drink at the event, and Mr. Suarez responded.

Chair MacDiarmid stated people were already talking about the event. She noted the production is amazing, and it's the sort of event properties want to have.

Mr. Medeiros commented on the return on investment and stated for an event with a projected attendance of 2,400, he thought the ask was too significant.

Mr. Kusich asked whether the BID had supported the event in the past. Chair MacDiarmid stated it was the first time.

Mr. Kusich asked the plan to grow the number of attendees. Mr. Suarez stated they had doubled the number of cabanas and discussed other expansion of the event. He asserted 6,000 visitors were expected.

Mr. Levy asked why the event was being held in January. Mr. Suarez explained they had pushed it back from May to have more time for COVID-19 recovery. Discussion ensued regarding the event date.

Motion made by Mr. Kusich, seconded by Mr. Levy, to approve funding of the Seaglass Fort Lauderdale Rosé Experience at \$12,500. In a voice vote, the **motion** passed unanimously.

V. Funding Request (\$10,000) – 13.1 Fort Lauderdale, Relay, and 10k

Matt Lorraine, CEO, Exclusive Sports Marketing, Inc., presented regarding the 13.1 Fort Lauderdale event. He provided a brief history of the run and discussed the distances available to reach a wider audience. He discussed the demographics of participants, their travel, and the average stay in the area. Continuing, Mr. Lorraine explained the event marketing plan and challenges the organizers were working to overcome after taking it over in 2019. He shared branding examples.

Mr. Medeiros asked about the timeframe of the event in the past.

Mr. Lorraine stated it was previously held in November, but people were responding favorably.

Mr. Medeiros stated there would be traffic issues with the December date.

Mr. Levy agreed. He stated he did not see a lot of out-of-town people attending a week before Christmas.

Chair MacDiarmid stated it was the busiest week for the hotels. Mr. Lorraine responded that they were open to different dates for future events.

Mr. Medeiros reiterated his previous comment regarding return on investment.

Mr. Kusich stated the date of the event was an issue.

Discussion ensued regarding not funding the event.

Motion made by Mr. Medeiros, seconded by Mr. Levy, to not fund 13.1 Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid stated she would like to see Mr. Lorraine present again in the future. Mr. Lorraine asked for and received input on dates.

Chair MacDiarmid stated it is never easy to say no and thanked the BID for thinking of the funds and what would best help Fort Lauderdale Beach.

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

Kate Reed, President, and Phill Marro, Vice President, Greater Fort Lauderdale Food & Wine Festival, Inc. presented regarding their event. Ms. Reed provided a history on bringing a food and wine festival to Fort Lauderdale and discussed the selection of the dates in January. She discussed the inaugural event in 2019.

Mr. Marro reviewed a breakdown of the attendees and their demographics from the 2019 event and expansion which was taken on as a result.

Ms. Reed discussed signature events, including a poolside BBQ battle, grand tasting, and family day. She discussed the events scheduled for Las Olas Oceanside Park, and reviewed efforts to market in other areas. She shared some of the partners involved and reviewed packages available. Continuing, she stated the festival organizers were looking for the BID to be the host of the two (2) main signature events.

Mr. Fleming asked about the celebrity chef aspect of the event. Ms. Reed discussed efforts to highlight personalities in the Fort Lauderdale area to draw people in.

Chair MacDiarmid inquired regarding the family day. Ms. Reed provided further detail.

Chair MacDiarmid stated it was great to have Fort Lauderdale food and wine. She asked about events scheduled for the establishments along the beach. Ms. Reed stated they had not yet announced all of the events, and noted they also planned to activate each month of the year.

Mr. Medeiro asked what the BID funds would be used for. Ms. Reed stated marketing would be a big piece of it, along with the costs of rebranding and moving to the beach.

Motion made by Mr. Levy, seconded by Mr. Kusich, to approve funding of the Greater Fort Lauderdale Food & Wine Festival at \$75,000. In a voice vote, the **motion** passed unanimously.

VII. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, explained the presentation on the promotional campaign in partnership with Visit Lauderdale had been moved to December.

- **Food and Beverage Program**

No update.

VIII. Communications to the City Commission

None.

IX. Old/New Business

- **January Rebranding Workshop Meeting Date Options**

Ms. Spurlock stated the Board wanted to have a workshop in January to review the rebranding. She shared potential dates and asked for input. Consensus was to hold the meeting on Thursday, January 13 at 3 p.m.

- **December Meeting Agenda Item Recommendations**
 - **Co-Op Promotional Campaign Presentation**
 - **Myfortlauderdalebeach.com Quarterly Update**
 - **Las Olas Marina MOT Plans Presentation**
 - **South Beach Park Infrastructure Project Presentation**

Ms. Spurlock shared items planned for the December agenda.

Ms. Omengebar stated an application from Tortuga Music Festival had been received earlier in the day, asking for \$750,000 over three (3) years. Discussion ensued regarding the requested three (3) year commitment and entertaining the presentation.

Chair MacDiarmid discussed City staffing of the BID, noting Ms. Spurlock had been added to the team and Ms. Omengebar would no longer be working with the BID.

Ms. Spurlock explained she was interviewing for the position and outlined the process for hiring and transition.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:50 p.m. The next Regular Meeting of the BID is scheduled for December 13, 2021, at 3:30 p.m.

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

Attachments:

Seaglass Fort Lauderdale Rose Experience PowerPoint presentation
13.1 Fort Lauderdale PowerPoint presentation
Greater Fort Lauderdale Food & Wine Festival PowerPoint presentation
BID Manager Update PowerPoint presentation

**III. South Beach Park Parking Lot
Infrastructure Project
Status Update**

**Diana Carrillo
Transportation & Mobility
Program Manager**

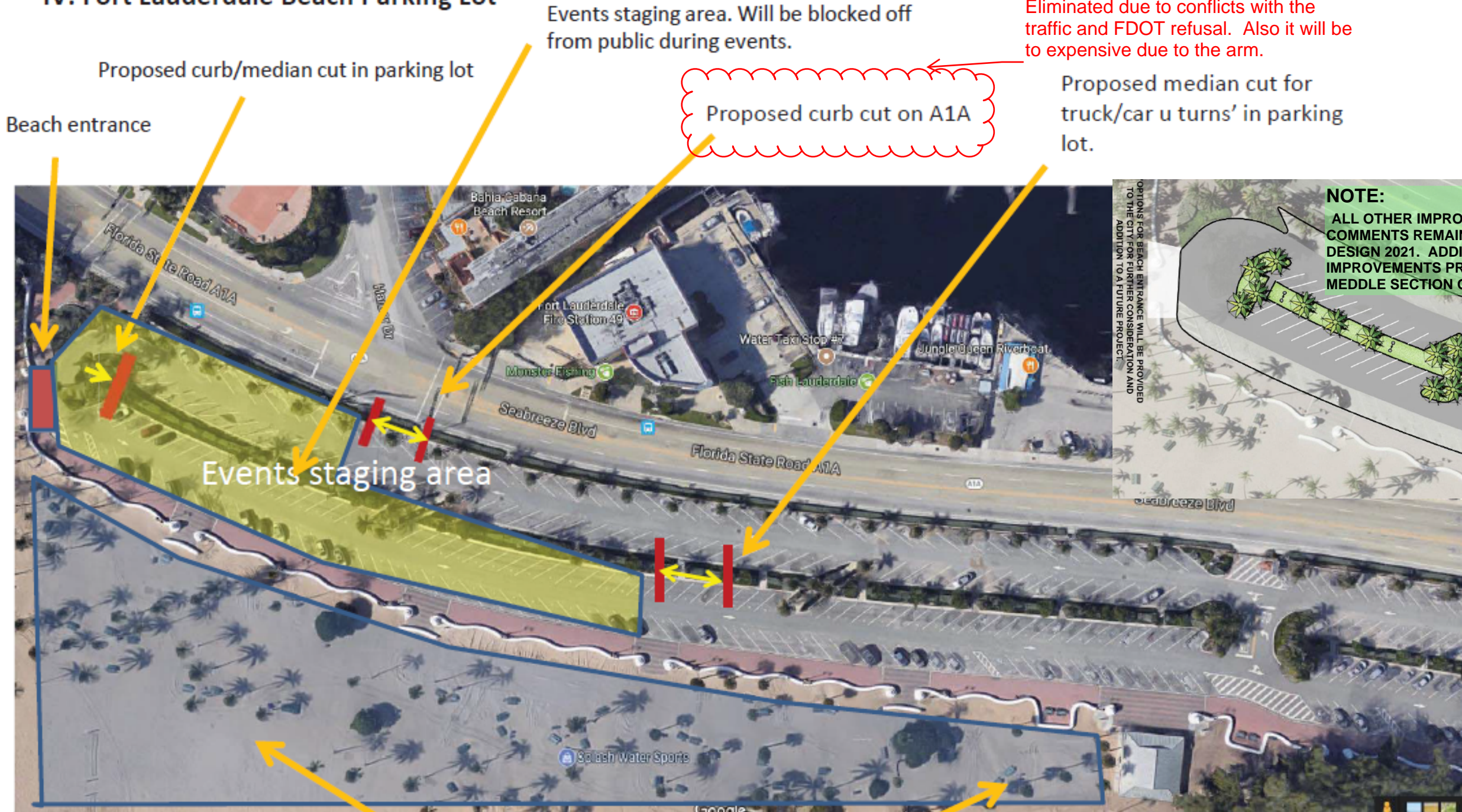
Attachment:

1. Proposed Improvements

2019 PROPOSED IMPROVEMENTS

EXHIBIT B

IV. Fort Lauderdale Beach Parking Lot



Events staging area. Will be blocked off from public during events.

Eliminated due to conflicts with the traffic and FDOT refusal. Also it will be to expensive due to the arm.

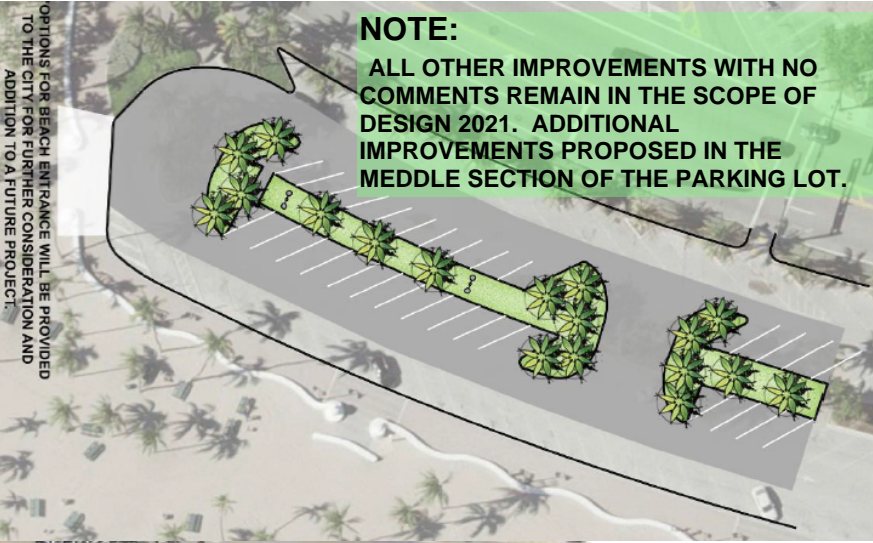
Proposed curb/median cut in parking lot

Proposed curb cut on A1A

Proposed median cut for truck/car u turns' in parking lot.

Beach entrance

Events staging area

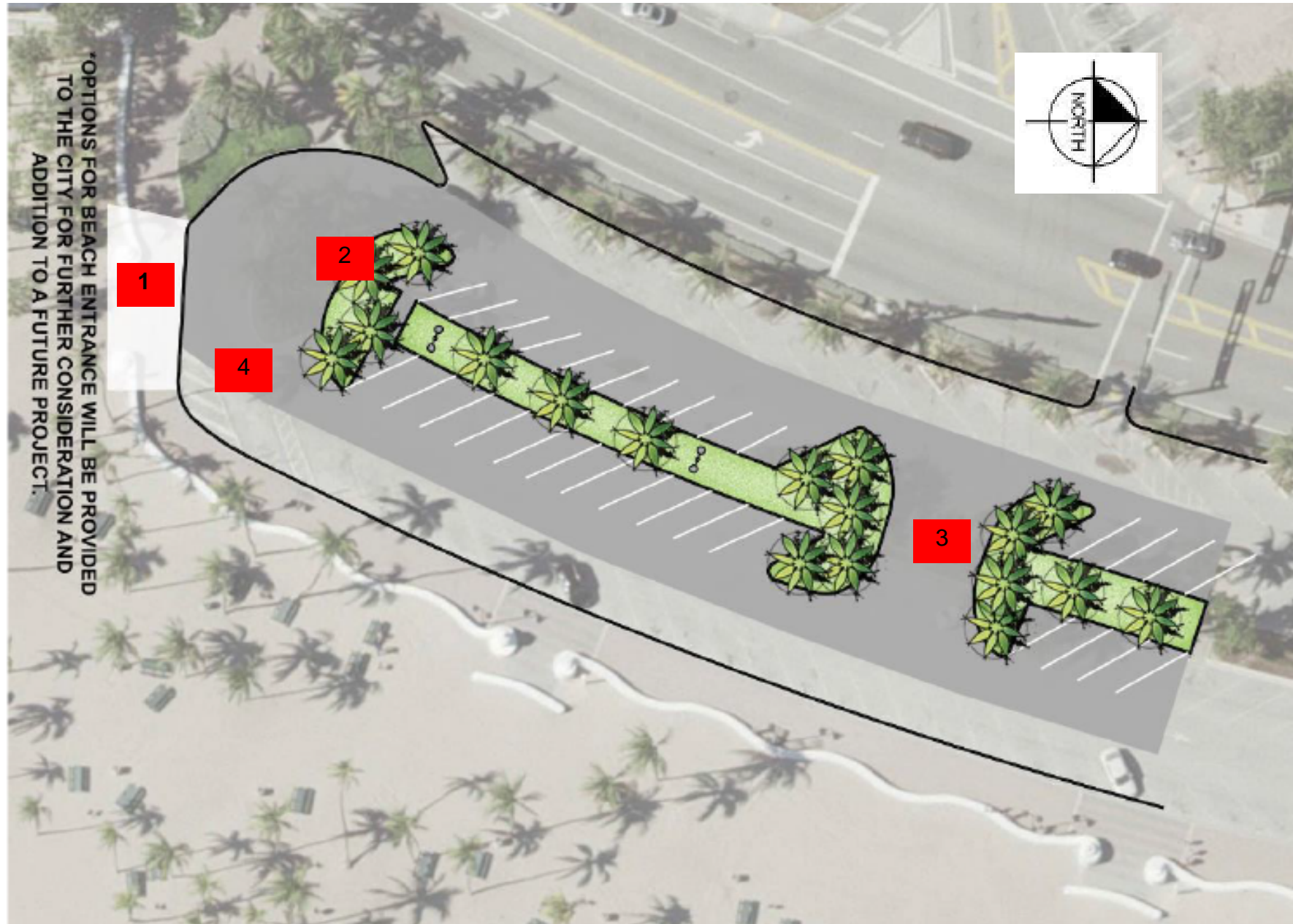


Area for expansion of water/sewer/electrical lines for beach events (concerts, volleyball matches, etc)

Eliminated as there in no single point of connection that will benefit all the events and the existing water and sewer connections can be used as needed. All the events have different configurations that will require different points of service. Electrical connection for the south side to be coordinated with FP&L during design.



PROPOSED IMPROVEMENTS 2021 - SOUTH SIDE



Proposed Improvements:

1. Beach entrance rendering will be provided in the task order for further analysis and consideration of the options.
2. South planter to be reduced to make staging area bigger for the events.
3. Proposed median cut to provide an additional location for the cars to turn.
4. Conduits to be run to provide new point of connection.

**PROPOSED IMPROVEMENTS 2021 - MIDDLE SECTION BY
RESTROOMS
ADDITIONAL IMPROVEMENTS**

Proposed Improvements:

1. Existing entrance to be modified as needed for truck access. Entrance will be used just during special events.
2. Planters to be modified to allow a bigger staging area.
3. Proposed median cut to provide an additional location for the cars to turn.
4. Conduits to be run to provide new point of connection.



**IV. Three Year Funding Request \$750,000
Tortuga Music Festival**

**Chris Stacey
Rock the Ocean
Founder**

Attachments:

1. FY 2022 BID BUDGET
2. Tortuga Music Festival Prior Funding \$700,000
3. BID Funding Application
4. Tortuga Music Festival Presentation
5. 2019 Economic Impact Report
6. 2019 Financial Report

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 | - | 12,500 |
| The Loop FLB/FNSW | 107,500 | 190,500 |
| Fleetweek | | 15,000 |
| 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 | 22,500 |
| 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 |
| Revenue based on a rate of \$0.8525 per \$1,000 of assessed value | |
| \$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 | |

TORTUGA MUSIC FESTIVAL – Prior funding \$700,000

1. 2018 \$350,000
2. 2019 \$200,000
3. 2021 \$150,000

Use of Funds: The funds were used to pay for City's support services and marketing and promotion services:

1. Fire/EMS
2. Off-Duty Police
3. Parks and Recreation Overtime for Cleanup
4. Fire Prevention/Ocean Rescue
5. Parking
6. Business Tax
7. General marketing and promotion



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

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

Chris Stacey

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

A. Registered Business Name

TMF Holdco, LLC

B. Is the company doing business under another name?

If yes, please list the name below.

Rock The Ocean's Tortuga Music Festival

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)



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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:

Brian O'Connell, President, TMF Holdco / Country Nation

4. Name of Event/Project/Proposal

Tortuga Music Festival

5. Location of Event

Provide description and location map or site plan.

Fort Lauderdale Beach Park

6. List all dates associated with this event

a. Set-Up Date: March 24-April 7, 2022

b. Event Date: April 8-10, 2022

c. Breakdown Date: April 11-16, 2022

7. Hours of Operation: Event days: 11a-11p

8. Projected Attendance: 30,000

9. Cost to Attendees: \$299-1500 (pending ticket type)

10. Total Cost of Event: \$15 Million

Page 2 of 7



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

11. Amount Requested from the BID: \$750,000 (over 3 years)
2022=\$250,000, 2023=\$250,000, 2024= \$250,000

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

In the past, the full amount has been used to help cover city services (police, fire, EMS, etc). The same would continue with any future funding.

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.

Ticket Sales, sponsorship, food & beverage sales, merchandise.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

3 days of Beach front live music with A-List talent.
Multiple stages with over 30 artists per year.
Conservation Village: a collection of 20-30 top ocean conservation groups assembled to promote the events ocean conservation cause.

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.

The Covid Pandemic took a significant toll on Tortuga (and the live event business in general). We have not been able to produce the event for 30 months due to Covid. Having the support of BID Funding will ensure Tortuga remains on solid footing for years to come. Our partnership with Live Nation will also continue to take our event and its production to the next level for years to come.



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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.**

It has been proven by Tortuga's past Economic Development Studies (shared with BID post 2019 event) that Tortuga brings almost \$100 million dollars per year to the city. Our average 82% of our fans are from outside of Broward Co, and 43% are from out of state. They average a 3 night hotel stay when they attend.

- 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 will continue to do at least annual fan surveys and bi-annual economic development studies to track our impact.

- 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.**

Tortuga has become a top tier national music festival. Winning national awards from the Academy of Country Music and others as a premiere event. Tortuga is marketed nationally via many marketing campaigns and partnerships across the country. All of which shine the spotlight on our very special location on Fort Lauderdale beach.

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

The specific details of our events marketing plan are confidential. But we will of course continue to market via Radio, TV, Cable, print and largely via social media on a national scale. We spend approx. \$400K annually on marketing the event and the destination.



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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.



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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



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

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

Chris Stacey
Rock The Ocean's Tortuga Music Festival
1212 8th Ave South
Nashville, TN 37203

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

Chris Stacey

APPLICANT FULL NAME (PRINT)

Chris Stacey

APPLICANT SIGNATURE

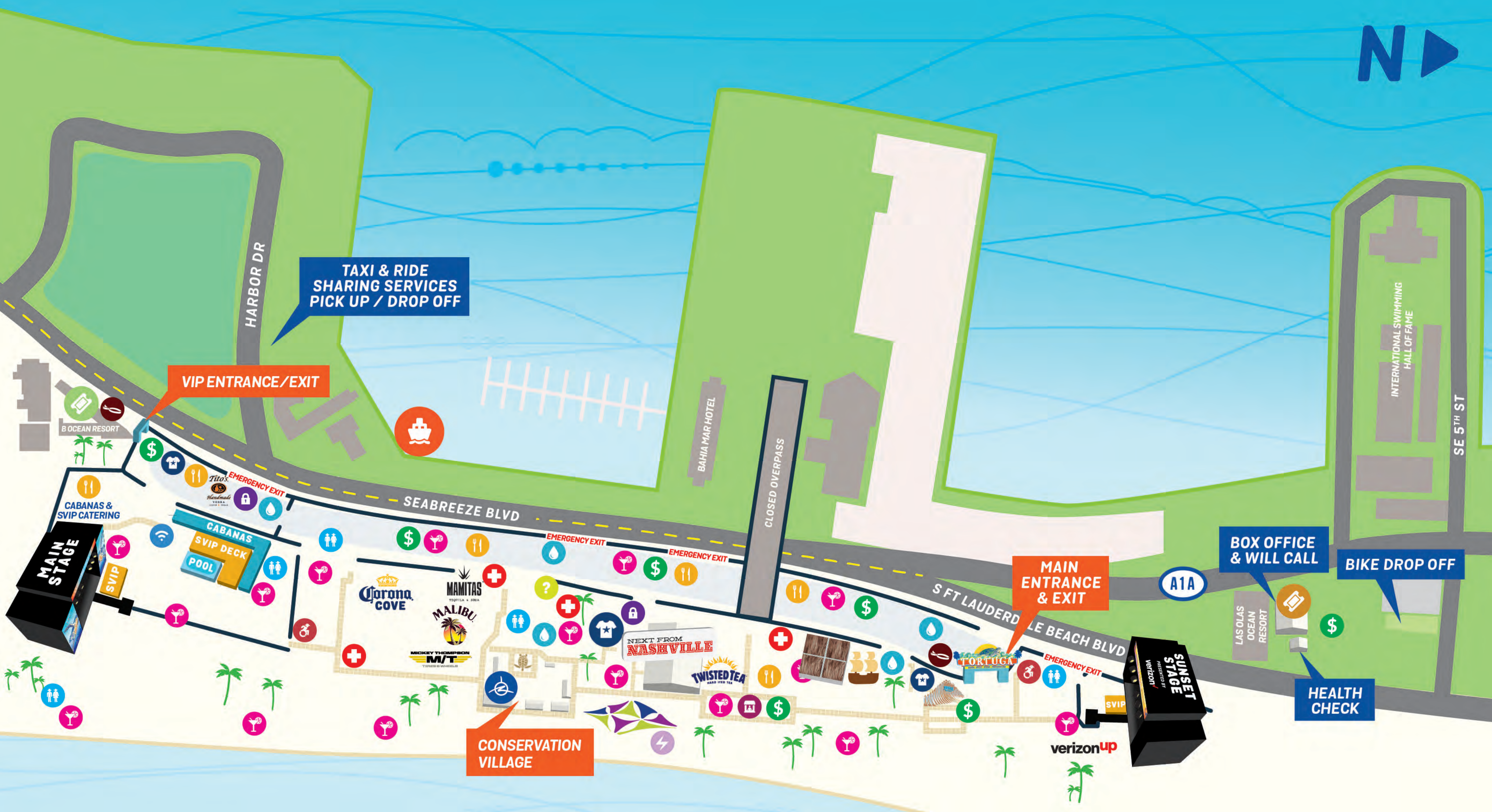
MANAGER:

COMPANY NAME AND TITLE

TMF Hold Co, LLC dba Tortuga Music Festival

DATE SIGNED 10/18/2022

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.



ROCK THE OCEAN'S
TORTUGA
 MUSIC FESTIVAL

NOV 12-13-14 2021 • FT LAUDERDALE BEACH

LEGEND

- | | | | | | |
|-----------|-------------------------------|----------------|-------------------------|------------------|-------------|
| FOOD | CONSERVATION VILLAGE | BAR | ATM | WRISTBAND HELP | MERCH |
| FIRST AID | BOX OFFICE | VIP BOX OFFICE | FREE WATER | CRAFT VENDORS | WATER TAXI |
| RESTROOMS | GUEST SERVICES / LOST & FOUND | FREE WIFI | COMFORT COLORS® LOCKERS | CHARGING STATION | ADA VIEWING |



TORTUGA MUSIC FESTIVAL BID BOARD PRESENTATION

12.13.2021 BID COMMITTEE REGULAR MEETING

Page 26 of 58



TORTUGA 2021

<https://www.facebook.com/TortugaMusicFestival/videos/455368302625683>

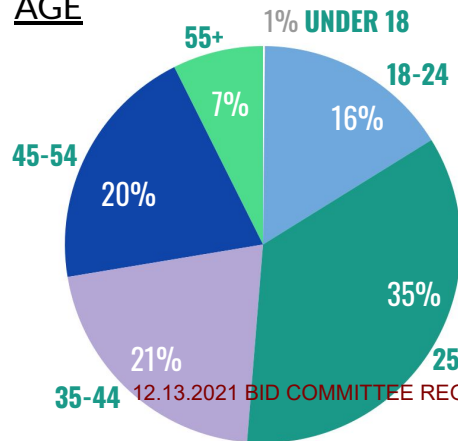
2021 FAN SURVEY RESULTS

82,000 TICKETS SOLD OVER 3 DAYS

GENDER



AGE



AVG AGE
34

ATTENDEE TYPE



70%
WERE VISITORS TO
BROWARD COUNTY,
FLORIDA

HHI



39%
HAVE AN AVG HHI OF
\$100,000 OR HIGHER



\$98 MILLION
OVERALL ECONOMIC IMPACT
2019 results

KIDS IN HOUSEHOLD

40%
ARE PARENTS



20%
HAVE KIDS
OVER 10

EDUCATION



69%
HAVE COLLEGE DEGREES

1% BROUGHT THEIR KIDS

APPENDIX: GRANT BREAKDOWN

BID Board Grant Funding Summary

2021 - \$150,000 Grant Breakdown

\$50,000 City Police

\$50,000 City Fire / EMS

\$50,000 City Parking / Beach Lot Rentals

\$150,000 Total

WHY CONTINUE TO FUND TMF?

- ONE OF THE STRONGEST DRIVERS OF HOTEL/BEACH TRAFFIC ANNUALLY
- TORTUGA TOOK A BIG HIT DURING COVID/PANDEMIC, LAYING OFF OVER 50% OF STAFF
- LOWER THAN USUAL SALES AS A RESULT OF PANDEMIC
- ENSURE A HEALTHY & STRONG EVENT FOR THE LONG TERM.



2022 PROGRAM DELIVERABLES



ON SITE

- Bid Board has rights to use up to 10x20 on site activation space

FAMILY OF SPONSORS

- Bid Board logo to be included in Family of Sponsors logo collection
- IP rights to use TMF name/logo in promotional campaigns.

12.13.2021 BID COMMITTEE REGULAR MEETING

WEBSITE INCLUSION

- Bid Board logo/URL to be included on Partner Page of official Tortuga website
- Bid Board branding to be included on “Things To Do” page on official Tortuga website

VIDEO CONTENT

- Bid Board to receive B-Roll footage from Tortuga, which may be used in marketing and promotional campaigns

PROGRAM DELIVERABLES (CONTINUED)



TICKET BANK

- 50 GA tickets for promotion purpose

APP INCLUSION

- Bid Board logo to be included on Partner Tab of official Tortuga app

EMAIL INCLUSION

- Bid Board logo & approved content to be included in at least three (3) emails to Tortuga ticket buyers

SOCIAL MEDIA

- Tortuga to make at least two (2) social media posts, mentioning Bid Board, and/or promoting Bid Board initiatives (such as top 10 things to do while in FLL while at Tortuga)

STAGE SCREENS

- Bid Board logo to be included on at least one (1) slide in rotation on stage screens

Economic Impacts of the Tortuga Music Festival in Fort Lauderdale, Florida, April 12-14, 2019

Executive Summary



Aerial view of the Tortuga Music Festival (<http://www.tortugamusicfestival.com>)

Alan W. Hodges, PhD
Economic Impact Analysis Consultant
14001 SE 9th Place, Gainesville, Florida 32641
352-376-3784, alan.w.hodges@gmail.com

June 17, 2019

Key Facts About the 2019 Tortuga Music Festival

- **3-days** of music events on **3 stages** in Fort Lauderdale Beach, Florida, April 12-14, 2019
- **7th year** the festival has been held
- **31** conservation organization event partners
- **35,376** ticketed festival attendees
- **51%** of attendees aged 34 or younger, **67%** had college or post-graduate education, and **73%** had annual household income of \$50,000+
- **82%** of attendees visiting from outside Broward County, Florida
- **63%** of attendees stayed for 3 or more nights, and **58%** stayed in hotel rooms
- **97%** of attendees traveled to the area for the festival as the main reason
- **\$1,149** average trip spending per person, **\$40.6 million** in total trip spending, including **\$32.2 million** in trip spending by nonresidents as new final demand to the local economy
- **1,640** workers for event staff

Introduction

The Tortuga Music Festival is a 3-day, multi-stage music festival featuring well-known performers in country, rock and roots music, held in Fort Lauderdale Beach Park in Broward County, Florida. The 2019 Festival on April 12-14, was the seventh time it has been held since 2013.

The Festival works with Rock The Ocean Foundation to increase public awareness about issues impacting the world's oceans and to support scientific research, education, and ocean conservation, with specific focus on five key issues: overfishing, shark conservation, coral reef degradation, marine pollution and turtles. To date over \$1,874,000 has been raised for ocean conservation, including over \$500,000 in 2019. The foundation sponsored 31 ocean conservation organizations in 2019. The Festival is committed to environmental initiatives, such as eliminating or reducing single-use plastics provided by food and beverage vendors, serving sustainable seafood caught or farmed in environmentally responsible ways, and recycling or reusing over half of the waste generated. The Festival partners with local groups on coral reef restoration projects, beach clean ups, beach vegetation planting, shark tagging, and research initiatives. Light and sound levels and placement of structures for music venues are designed to avoid disrupting critical beach habitats.

This report was commissioned by *TMF Holdco* of Nashville, TN, to document the economic impacts of the 2019 Tortuga Music Festival for advocacy/outreach and informed public policy discussions with state and local leaders and community members. The qualifications and experience of the project investigator for this study are shown in the Appendix.

Festival Attendance

Ticketed attendance at the 2019 Tortuga Music Festival was 35,376. The most common type of ticket purchased was general admission (GA) for the full three-day event (14,006), and there were also significant single day ticket sales for Saturday (3,499), Sunday (2,291), and Friday (1,473), and for general admission presales for returning attendees (alumni) and VIPs. Based on the home state of residence reported by registered ticket purchasers, 57% of attendees resided in the State of Florida, and 43% were from outside the state, including New York (5.7%), Pennsylvania (3.2%), Massachusetts (2.9%), Ohio (2.6%), New Jersey (2.3%) and Maryland (2.2%). About 82% of attendees resided outside of Broward County.

Visitor Characteristics

A post-event survey of attendees to the 2019 Tortuga Music Festival was conducted by the organizers via email/internet in the two weeks following the event. Survey questions included whether the festival was the primary reason for the trip to Fort Lauderdale (yes/no), number of persons in the travel party, number of nights stayed in the area, type of accommodations used, trip spending for various types of goods and services, and respondent demographics such as age, education, and income. A total of 3,021 people responded to the survey, representing 8.5% of the total attendees, which is considered an acceptable response rate providing representative results for online surveys. In general, the audience for the Tortuga Music Festival could be characterized as young, well educated, and affluent. A majority of respondents (51%) were 34 years of age or younger, two-thirds (67%)

had a four-year college degree or post graduate study, and 73% had an annual household income of \$50,000 or higher, including 45% with annual income of \$100,000 or more. About 97% of respondents reported that the Festival was the primary reason for their trip to Fort Lauderdale. The most common length of stay (number nights) was three nights, and 88% of respondents stayed for three or more nights. A majority of respondents (58%) stayed in hotel rooms, while 28% stayed at a private home or home rental, 10% stayed with friends or relatives (non-commercial), and 4% used no accommodations.

Visitor Spending

Spending outside of the festival venue was reported by survey respondents for expense categories including transportation, shopping, food and beverages, entertainment and other activities. Based on the distribution of spending by range, the average total spending per person was estimated at \$1,149, including \$223 for lodging, \$186 for restaurants, \$164 for drinking establishments, \$126 for shopping, and \$118 for food/beverage at retail stores (Table 1). The average trip spending per person reported in the survey was expanded to reflect the total number of attendees (35,376) to estimate aggregate visitor spending of \$40.63 million. Visitor spending was further analyzed to reflect only the share by nonresidents of Broward County, Florida (81.6%), and the share of survey respondents who indicated that the festival was the primary reason for their visit to the area (97%), giving \$32.17 million as the value of new final demand to the local economy (Table 1).

Table 1. Estimated offsite trip spending for the 2019 Tortuga Music Festival

| Expense Category | Average per person | Aggregate spending (M\$) | Nonresident visitor spending primary purpose (M\$) |
|----------------------------------|--------------------|--------------------------|--|
| Food/beverages at stores | \$118 | \$4.16 | \$3.29 |
| Car expenses | \$62 | \$2.19 | \$1.73 |
| Shopping | \$126 | \$4.46 | \$3.53 |
| Taxis, local transportation | \$95 | \$3.36 | \$2.66 |
| Entertainment (besides festival) | \$60 | \$2.13 | \$1.68 |
| Other activities | \$66 | \$2.34 | \$1.85 |
| Bars | \$164 | \$5.82 | \$4.60 |
| Eating out | \$186 | \$6.57 | \$5.20 |
| Lodging | \$223 | \$7.89 | \$6.25 |
| Parking | \$49 | \$1.72 | \$1.36 |
| Total | \$1,149 | \$40.63 | \$32.17 |

In addition to visitor spending, gross revenues and event production expenditures for the 2019 Tortuga Music Festival provided by the organizers were considered for this analysis. Revenues included ticket sales, on-site concessions (food, beverage, other), and event-branded merchandise sales. Event production expenditures included talent (music performers), site operations and equipment staging, production equipment, staffing, travel, lodging, catering/hospitality, rentals, parking, and other miscellaneous expenses. The production expenses, concession revenues and merchandise sales were assigned to industry sectors for economic impact analysis, however, ticket sales revenues were not considered applicable because they duplicate the event production costs. Staffing for the festival included police, fire/EMT, personnel for operations/site, security, food and beverage services, production,

cleaning and box office operations. A total of 1,640 persons worked 161 days, representing 15,298 worker-days, or the annual equivalent 61.2 fulltime jobs.

Economic Impact Analysis Methods

This economic impact analysis was conducted using the *Impact Analysis for PLANning (IMPLAN)* model licensed from IMPLAN Group, LLC. (Huntersville, NC). This type of economic model accounts for the transactions between industries, governments, employees, and households to estimate economic multipliers that capture the total impact on the regional economy arising from industry supply chain spending (indirect effects) and activity generated from employee household spending (induced effects), as well as direct spending or employment in targeted industries (direct effects). Regional economic models were created for Broward County, Florida, and the Miami-Fort Lauderdale-West Palm Beach Metropolitan Statistical Area (Miami-Dade, Broward, Palm Beach Counties) using the *IMPLAN* software and 2017 data. Visitor spending, event production expenditures, and applicable gross revenues for the 2019 Tortuga Music Festival were entered into the IMPLAN economic models for economic impact analysis. A total of \$58.97 million in applicable expenditures or revenues were analyzed. Most expenditures were assumed to occur in the local area, however, event production expenditures for talent and air transportation were applied to the region average share of the services sourced locally. The software also applied margins to retail sales to net out producer values for nonlocally produced goods, with specific margins for retail stores of food and beverages (27.9%), gasoline (16.4%), general merchandise (27.3%), and clothing (45.9%).

Economic Impact Results

Economic impacts in Broward County were estimated at 1,174 full-time and part-time jobs, \$36.1 million in labor income (employee wages and benefits, proprietor income), \$56.4 million in value added (Gross Domestic Product), and \$98.0 million in industry output or business revenues (Table 2). These impacts included 732 jobs and \$63.0 million in output for visitor spending, 325 jobs and \$26.2 million output for event production expenses, and 117 jobs and \$8.8 million output for event concessions and merchandise sales. These estimates include all multiplier effects in the regional economic model.

Impacts in the Miami metro area were estimated at 1,251 full-time and part-time jobs, \$44.4 million in labor income, \$69.2 million in value added, and \$98.0 million in industry output (Table 2). These impacts included 788 jobs and \$77.0 million in output for visitor spending, 338 jobs and \$31.1 million output for event production expenses, and 125 jobs and \$11.0 million output for event concessions and merchandise sales (Figure 1).

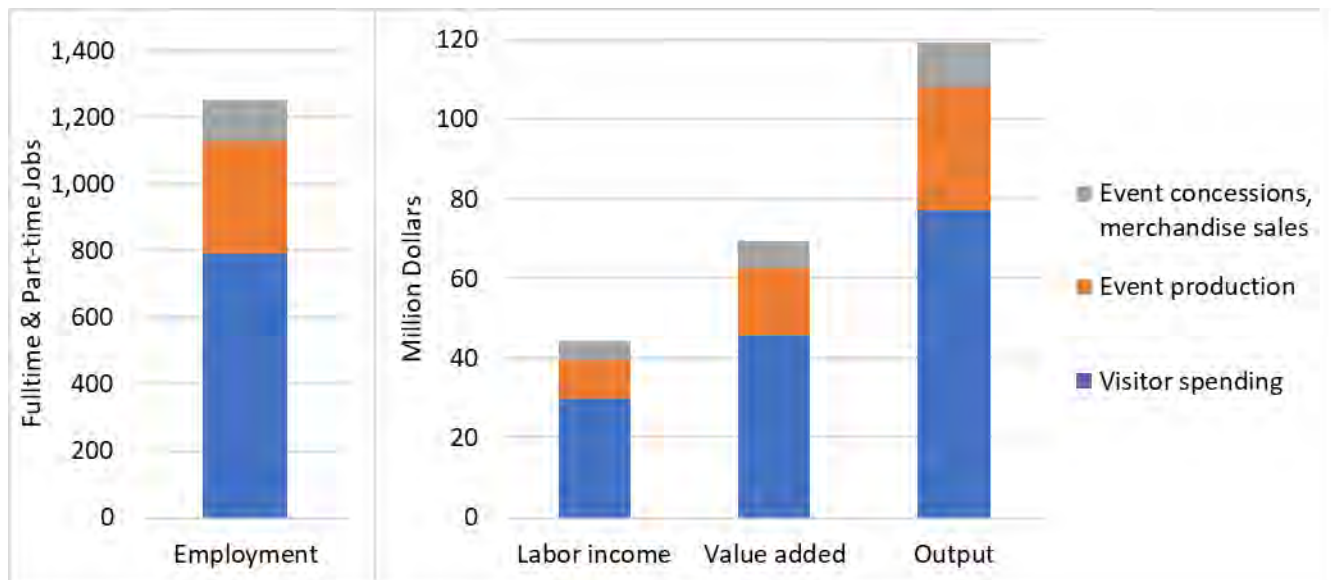
Economic impacts are generally larger for multi-county metro areas than for an individual county because of larger multipliers that reflect the greater degree of economic integration and a higher share of local sourcing of labor, goods, and services, i.e., less “leakage” of spending dollars from the local economy.

Table 2. Summary of economic impacts of the 2019 Tortuga Music Festival in Broward County and the Miami metro area

| Activity | Impact Type (multiplier) | Broward County, FL | | | | Miami metro area | | | |
|---|--------------------------|--------------------|--------------------|-------------------|---------------|-------------------|--------------------|-------------------|----------------|
| | | Employment (jobs) | Labor Income (M\$) | Value Added (M\$) | Output (M\$) | Employment (jobs) | Labor Income (M\$) | Value Added (M\$) | Output (M\$) |
| Visitor spending | Direct Effect | 454 | \$11.3 | \$14.7 | \$25.8 | 434 | \$11.8 | \$15.2 | \$25.8 |
| | Indirect Effect | 57 | \$2.7 | \$4.8 | \$8.1 | 66 | \$3.6 | \$6.1 | \$10.6 |
| | Induced Effect | 222 | \$10.4 | \$17.9 | \$29.1 | 288 | \$14.5 | \$24.4 | \$40.6 |
| | Total Effect | 732 | \$24.4 | \$37.4 | \$63.0 | 788 | \$29.8 | \$45.8 | \$77.0 |
| Event production | Direct Effect | 169 | \$1.7 | \$3.7 | \$9.5 | 163 | \$2.0 | \$4.0 | \$9.6 |
| | Indirect Effect | 77 | \$2.1 | \$3.4 | \$6.3 | 72 | \$2.4 | \$3.9 | \$7.1 |
| | Induced Effect | 79 | \$3.8 | \$6.4 | \$10.4 | 104 | \$5.3 | \$8.8 | \$14.5 |
| | Total Effect | 325 | \$7.6 | \$13.5 | \$26.2 | 338 | \$9.7 | \$16.7 | \$31.1 |
| Event concessions and merchandise sales | Direct Effect | 78 | \$2.2 | \$2.3 | \$3.6 | 75 | \$2.3 | \$2.3 | \$3.6 |
| | Indirect Effect | 5 | \$0.3 | \$0.5 | \$0.8 | 6 | \$0.4 | \$0.6 | \$1.1 |
| | Induced Effect | 34 | \$1.6 | \$2.7 | \$4.4 | 44 | \$2.2 | \$3.8 | \$6.2 |
| | Total Effect | 117 | \$4.1 | \$5.5 | \$8.8 | 125 | \$4.9 | \$6.7 | \$11.0 |
| Total all | | 1,174 | \$36.1 | \$56.4 | \$98.0 | 1,251 | \$44.4 | \$69.2 | \$119.1 |

Values in 2019 dollars. Employment represents fulltime and part-time jobs. Note that impact measures are independent and not additive. Source: Implan models for Broward County, FL, and Miami metro area, 2017 (Implan Group, LLC).

Figure 1. Economic impacts of the 2019 Tortuga Music Festival in the Miami metro area



State-local and federal government tax revenue impacts for the 2019 Tortuga Music Festival were also evaluated in the Implan models based on prevailing taxation rates in the County and metro area. Total state-local tax impacts generated in Broward County were \$5.65 million, including \$2.66 million for sales tax and \$1.98 million in business and personal property taxes. State-local taxes generated in the Miami metro area totaled \$6.40 million, with \$2.89 million in sales tax and \$2.39 million in property taxes. Federal government taxes generated in Broward County were \$8.24 million, including \$4.11 million for Social Security (employee and employer payroll taxes) and \$2.97 million in personal income taxes. Federal government taxes generated in the metro area were \$10.07 million, with \$5.03 million for Social Security and \$3.81 million in personal income taxes.

Appendix: Investigator Qualifications and Experience

Alan W. Hodges is an economist and consultant specializing in regional economic analysis. He has 20 years' experience conducting studies on a broad range of industries and issues, including agriculture, forestry, bioenergy, health care, higher education, aerospace, tourism, and recreation. He served as Director of the Economic Impact Analysis Program at the University of Florida, Food and Resource Economics Department until retiring in 2019. His full curriculum vitae with academic publications, presentations, and teaching is available upon request. A list of his sponsored project reports and publications is available at:

<https://fred.ifas.ufl.edu/economicimpactanalysis/publications/>.

Expertise and specialization. Agricultural and natural resource economics, economic impact analysis, *IMPLAN* software for regional input-output modeling/analysis, agribusiness management, survey research, environmental horticulture, biomass/bioenergy, forestry/forest chemicals, agricultural extension education.

Education

Doctor of Philosophy, University of Florida, Agricultural and Biological Engineering, 1995
Master of Science, University of Florida, Agricultural and Biological Engineering, 1988
Bachelor of Arts, University of Chicago, Behavioral Science, 1982

Employment

University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Department:
Extension Scientist and Director of the Economic Impact Analysis Program, 2010-19 (faculty appointment 70% Extension, 30% Research); Associate Extension Scientist, 2007-10, Assistant-In/Associate-In, 2001-07, Coordinator of Economic Analysis, 1988-2001, Statistical Research Assistant, 1985-88.

Summary of career academic accomplishments (1990-2019)

| | |
|---|----------------|
| Graduate students mentored | 22 |
| Undergraduate courses taught | 2 |
| Awards received | 3 |
| Publications | |
| Refereed journal articles | 55 |
| Book chapters and monographs | 16 |
| Conference proceedings | 48 |
| Trade magazine articles | 77 |
| Extension publications | 188 |
| Newsletter articles | 26 |
| Websites and other creative works | 13 |
| Sponsored project reports | 102 |
| Presentations at public and professional meetings | 215 |
| Media citations (2013-18) | 126 |
| Extension (EDIS) document accessions (2018) | 35,187 |
| Grants and contracts awarded | 146 |
| Grant and contract funding received (net of indirect costs) | \$3.57 million |

Professional service

Green Industry Research Consortium, 1995-2019 (chair 2007-11).
Florida Chamber Foundation Council of Economists, 2017-19.



V. Co-op Promotional Campaign Presentation

**Camila Clark
Greater Fort Lauderdale & Visitor Bureau
Senior Vice President of Marketing & Communications**

and

**Fran Vacarro
Aqua Marketing
Regional Vice President**

FY 2021 BID Wrap Report

City of Fort Lauderdale Beach Improvement District and Visit Lauderdale



Overview

BID CO-OP FY21

In an exclusive 2021 co-op program The City of Fort Lauderdale Beach Improvement District (BID) partnered with Visit Lauderdale on a portion of their FY21 strategic paid media advertising campaign.

The objective was to reach Fort Lauderdale Beach destination loyalists and potential new visitors, through a highly targeted, heavily video digital program.

Total BID Investment: \$96,800



BID Co-op media partners

BID CO-OP FY21

- Matador Network is a leading lifestyle and travel-focused brand reaching active and affluent travelers based in large cities, with over 2 Million social media followers.
- AFAR is a highly recognized travel brand with a high-income frequent traveler base, looking to be inspired about travel.
- Conde Nast Traveler is global luxury and lifestyle travel brand has over 11 Million unique digital users and over 16 Million social followers.



BID Co-op media partners

BID CO-OP FY21

- New York Times and their Great Getaways e-newsletters reach over 145,000 opt-in subscribers of heavy traveler jetsetters and adventurers.
- Audacy (formerly Entercom Media), was the local media source to create “where to stay” and “where to dine” videos about Fort Lauderdale Beach.



Partnership Details

- During 2021 The City of Fort Lauderdale Beach Improvement District partnered with Visit Lauderdale on a co-op program with these five top travel platforms.
- Through the co-op partnership with Visit Lauderdale, the BIDs marketing dollars were stretched almost three times as far as if they had been purchased directly.
- The results were four newly created content videos plus cut downs, two native content articles, two highly targeted email blasts and a digital display banner program.



BID Co-op Summary Reporting

Total BID Paid Media Spend: \$ 96,800

Total Impressions Received: 18,400,000

Total CPM: \$5.26

(56% below \$12 Average Digital CPM)

Total Video Package Value: \$282,400

(including article content, emails, social media cut downs and digital display banners)

BID Video Creative

BID 15s



BID Video Creative

Matador 30s



BID Video Creative

Conde Nast

Excerpt from 7-minute video



BID Video Creative

BID :15s

BID :30

Matador 2:00

Matador :30 password: matador

Matador :15 password: matador

Conde Nast Traveler 7:03

2021 Key BID Co-op Campaign Takeaways

- Promoting beach destination at greatly reduced costs.
- Creating multiple video assets for future use promoting the brand.
- Strong alignment with premium travel brands— Conde Nast, AFAR, Matador Network, and New York Times.

Thank You
Questions?

VI. BID Manager Update

- Light Up the Beach
- Audacy Beach Festival
- BID Application Prospects

Tasha Cunningham
BID Manager

**VII. Communications to the
to the City Commission**

**Anna MacDiarmid
BID Chair**

VIII. Old/New Business

- Lifeguard Towers Update
- Increase Event Application
- BID Not Just a Funding Source
- February Meeting Agenda Item Suggestions

**Sarah Spurlock
Nighttime Economy
Manager**

V. Adjournment

**Anna MacDiarmid
BID Chair**