

# Beach Improvement District (BID) Manager Update

*February 14, 2022*

*Presented By*



# Update Overview

## ① Greater Fort Lauderdale Food and Wine Festival

- Grand Tasting - January 16, 2022
- Event Photos and BID Branding

## ② SeaGlass

- Event Photos and BID Branding

## ③ Tortuga Marketing

- Overview

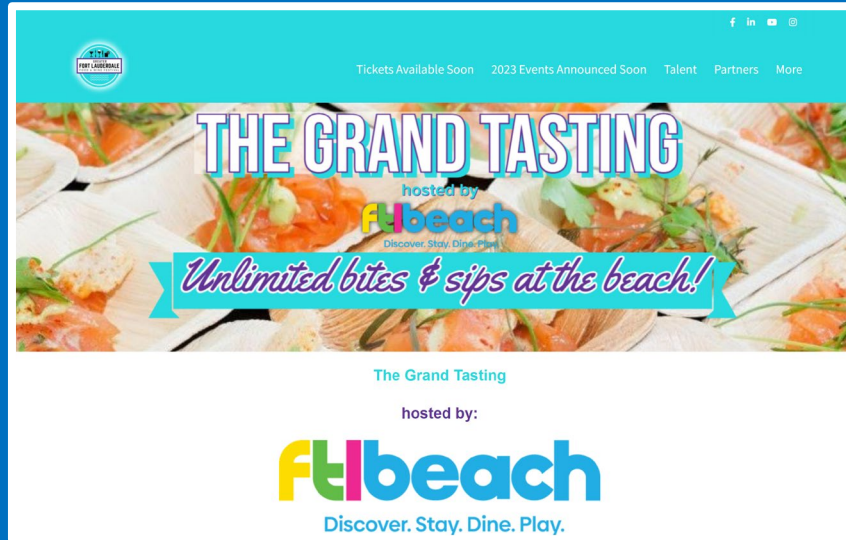


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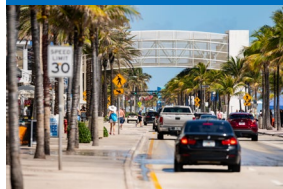
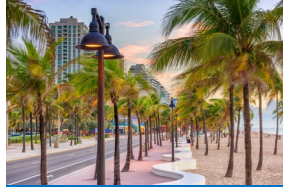
*Greater Fort Lauderdale Food  
and Wine Festival*

# Greater Fort Lauderdale Food and Wine Festival

- BID Investment: \$75,000
- Sponsored the Grand Tasting Event – January 16, 2022
- Created unique opportunities to showcase the FTLBeach brand throughout the event when the BBID Manager met with the event organizers to discuss marketing.



Event Website



# Greater Fort Lauderdale Food and Wine Festival

 Greater Fort Lauderdale Food & Wine Festival is at Las Olas Oceanside Parks.  
January 13 at 2:20 PM · Fort Lauderdale, FL · 🌐

If you didn't get your tickets, you're out of luck! The Grand Tasting is officially SOLD OUT.

We still have tickets available for Sunday's Kids Can Cook Culinary Classes and New York Wine Seminars taking place at Family Day.



#gflfw #fortlauderdale #everyoneunderthesun



**Join us at  
THE GRAND TASTING**

**SOLD OUT**

JANUARY 15TH AT LAS OLAS OCEANSIDE PARK  
GFLFOODWINE.COM

presented by  VISIT LAUDERDALE  
hosted by  i!beach  
benefiting  Joe DiMaggio Children's Hospital

30 80 Comments 2 Shares

 Greater Fort Lauderdale Food & Wine Festival is at Las Olas Oceanside Parks.  
January 17 at 8:29 AM · Fort Lauderdale, FL · 🌐

#GFLFW 2022 gets two thumbs up!

👍👍

Thank you to all of our partners and all of you for releasing your inner foodie with us while raising money for @jdchospital and helping us to inspire the next generation of the hospitality industry. Stay tuned, 2023 date announcement later today.

#gflfw #thanks #thankful #grateful #festival #wine #charity #gourmet #eatingfortheinsta #yum #delish #tasting #foodie #mmm #supportlocal #foodandwine #gflfoodwine #fortlauderdale #browardcounty #visitlauderdale #tastingmenu #food #cocktails #chef #releaseyourinnerfoodie #january #event #southflorida #culinary



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Like Comment Share

← Social Media



# Greater Fort Lauderdale Food and Wine Festival

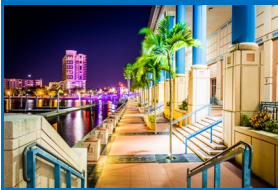


## Grand Tasting Glass

Received by each event attendee

10K+ Attendees in 2022

← Promotional Items



# Greater Fort Lauderdale Food and Wine Festival



Chef Apron



Promotional Items



# Greater Fort Lauderdale Food and Wine Festival



← Event Signage



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# *SeaGlass*

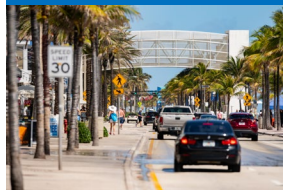
VISTAMAR

# SeaGlass

- BID Investment: \$12,500

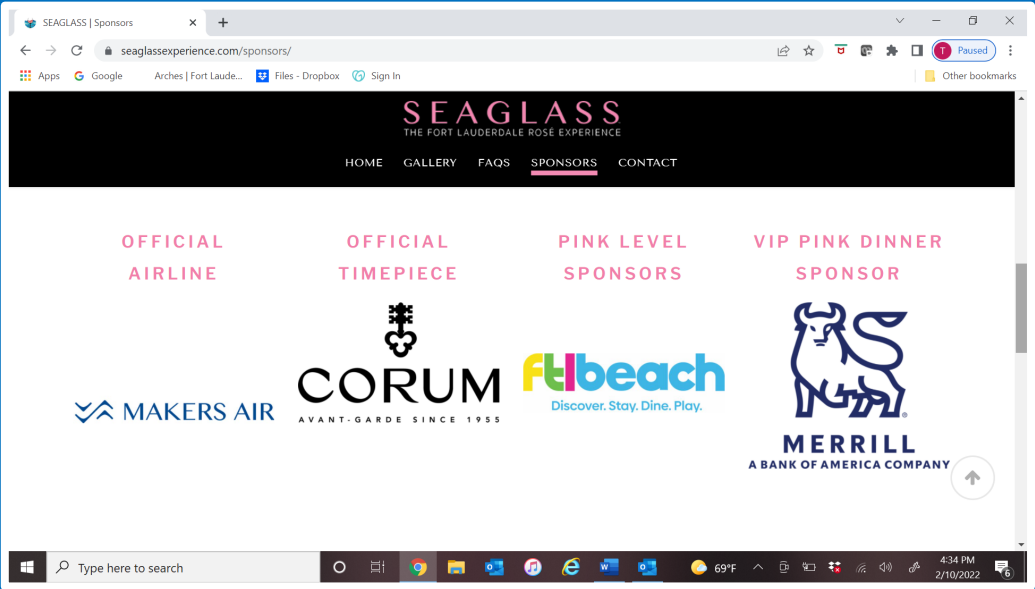


← Print Advertising



# SeaGlass

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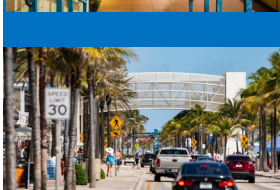
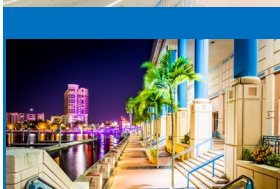


← Event Website



# SeaGlass

- BID Investment: \$12,500



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# *Tortuga Marketing*



# Tortuga Marketing

- Meetings ongoing with Live Nation to plan for event promotional items and to ensure that the event marketing plan is being implemented.

## 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

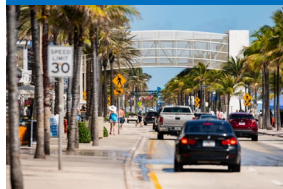
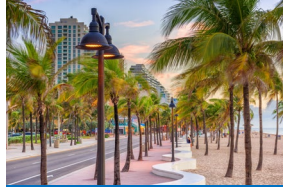
### SOCIAL MEDIA

- 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

**PROGRAM VALUE: \$250,000 PER YEAR**





*Questions and Answers*