



Beach Business Improvement District Advisory Committee

Date: 06-13-22

Agenda Item: V.

Topic: Greater Fort Lauderdale Food & Wine Festival Recap Presentation

GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL

PRESENTED BY VISIT LAUDERDALE



2022 FESTIVAL RECAP



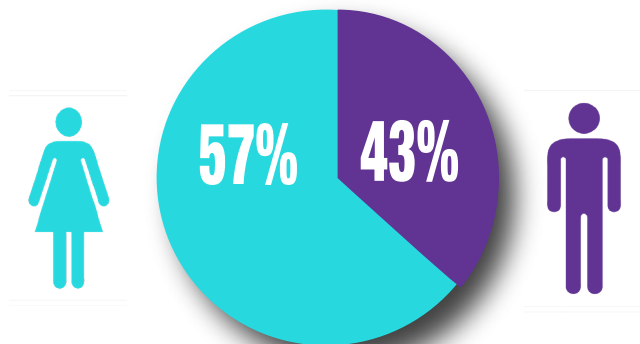
TOTAL REACH

180M+ MEDIA & PR IMPRESSIONS

\$4.5M+ MEDIA & PR VALUE

35K+ SUBSCRIBERS

GENDER SPLIT



AGE

< 24	10%	45-54	20%
25-34	21%	55-64	15%
35-44	24%	65+	10%

OOH

- Digital Billboards
- Fliers/Rack Cards/Social Cards
- Banner Placements
- Florida Panthers In Game Static Images

12,972,000
TOTAL IMPRESSIONS

DIGITAL

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

15,341,000
TOTAL IMPRESSIONS

RADIO

- Cox Media Group/WLRN/Audacy
- On-air & Online Campaigns
- Regional Radio & Social Spots

9,109,000
TOTAL IMPRESSIONS

PR

- Television: 30+ Packages, Mentions & Live Coverage
- Broadcast Total Viewership of 5,000,000
- Print & Digital: 120+ Articles
- Filmed Interviews

125,749,000
TOTAL IMPRESSIONS

SOCIAL

- Partnered with Local Bloggers & Influencers
- Updates on Facebook & Instagram
- Paid Ads/ Retargeting

16,821,000
TOTAL IMPRESSIONS

45%

BROWARD COUNTY

37%

FLORIDA-OUTSIDE BROWARD

18%

OUTSIDE FLORIDA

32 STATES
3 COUNTRIES



9,500+ REGISTERED GUESTS

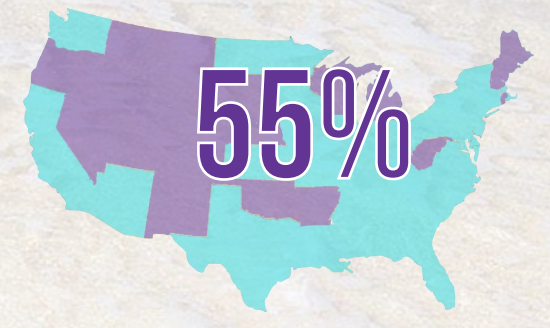
1,400+ # OF VIP GUESTS



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

PERCENTAGE OF ATTENDEES FROM BROWARD COUNTY

45%



64% PERCENTAGE OF ATTENDEES WITH A HOUSEHOLD INCOME OVER \$100,000

150+ PARTICIPANTS

INTEREST & AFFINITY CATEGORIES



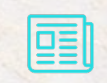
LOCAL AND INTERNATIONALLY KNOWN CHEFS



TRAVEL BUFFS



BUSINESS PROFESSIONALS



NEWS & POLITICS/ AVID READERS



LOCAL RESTAURANTS AND CATERERS



BUSINESS PROFESSIONALS



BANKING & FINANCE



SPORTS & FITNESS



WINERIES, CRAFT BREWERIES AND DISTILLERIES



BEAUTY & WELLNESS



FOODIES



LIFESTYLE & HOBBIES/ ART & THEATER

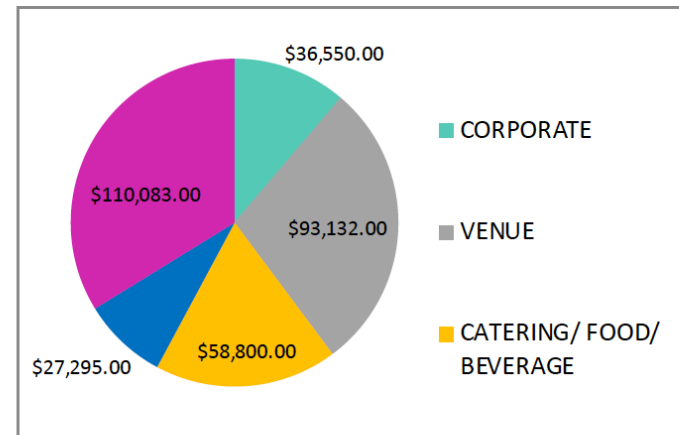
2022 FINANCIALS



EVENT P&L

Expenses	Actual Cost
CORPORATE	
Corporate	\$ 36,550.00
VENUE	
General Supplies/ Event Labor/ Event Constructio	\$ 15,850.00
Licenses & Permits	\$ 1,800.00
City/ County Support Services	\$ 1,900.00
Insurance	\$ 3,200.00
Furniture/ décor	\$ 24,880.00
Infrastructure rentals (tents, tables, chairs, stage	\$ 13,500.00
AV Equipment rentals (speakers, microphones, et	\$ 3,970.00
Security	\$ 4,250.00
MOT	\$ 2,350.00
Cleaning/ Sanitation	\$ 4,400.00
Decorations	\$ 4,350.00
Ticketing/ Access	\$ 3,257.00
Signage	\$ 9,425.00
CATERING/ FOOD/ BEVERAGE	
Food	\$ 38,850.00
Beverage	\$ 18,450.00
Other (Ice)	\$ 1,500.00
PROGRAM	
Presenters	\$ 7,000.00
Performers	\$ 2,125.00
Presenter/performer travel, lodging and meals	\$ 14,820.00
Photographer / Videographer	\$ 3,350.00
MARKETING/ ADVERTISING/SALES	
Paid advertising/ Promotions	\$ 64,233.00
Web/ Social/ Email	\$ 27,090.00
Swag (stickers, keychains, bags, cups, etc.)	\$ 8,935.00
Chefs Aprons/ Shirts/ Clothing	\$ 3,450.00
Sales	\$ 6,375.00
EXPENSES TOTAL	\$ 325,860.00

Expense Breakdown	Actual Totals
CORPORATE	\$ 36,550.00
VENUE	\$ 93,132.00
CATERING/ FOOD/ BEVERAGE	\$ 58,800.00
PROGRAM	\$ 27,295.00
MARKETING/ ADVERTISING/SAL	\$ 110,083.00
GRAND TOTAL	\$ 325,860.00



INCOME	
Sponsorships	\$ 210,850.00
Ticket Sales	\$ 90,600.00
INCOME TOTAL	\$ 301,450.00

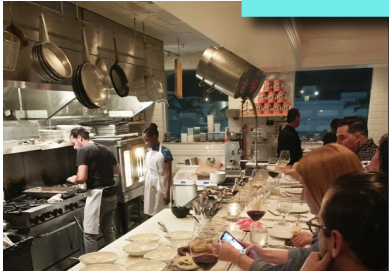
2022 FESTIVAL PHOTO RECAP



SAVOR DINING SERIES
BROWARD COUNTY



POOLSIDE BBQ BATTLE
HYATT CENTRIC LAS OLAS



GRAND TASTING
LAS OLAS OCEANSIDE PARK



COCKTAIL CONFIDENTIAL
ROOFTOP @1WLO



CULINARY DEMONSTRATIONS
LAS OLAS OCEANSIDE PARK



WINE SEMINARS
LAS OLAS OCEANSIDE PARK



CULINARY CLASSES
BROWARD COUNTY

2022 PARTNER BRANDING



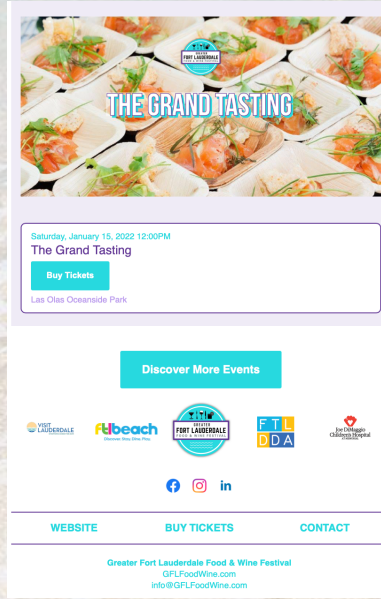
2022 DIGITAL & PRINT



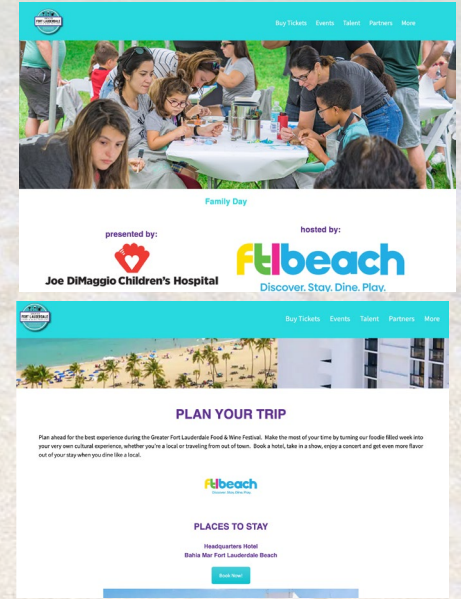
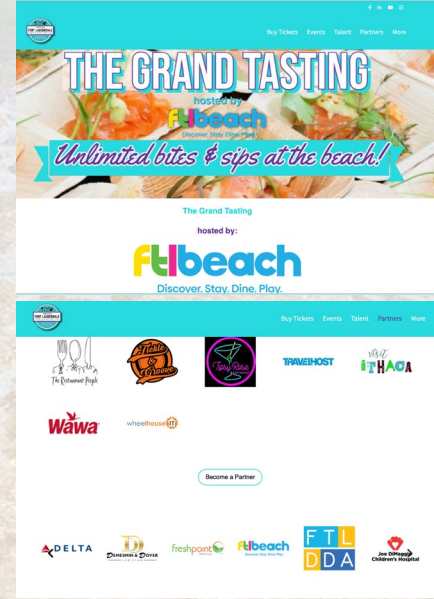
Flyer & Poster Distribution (5000)



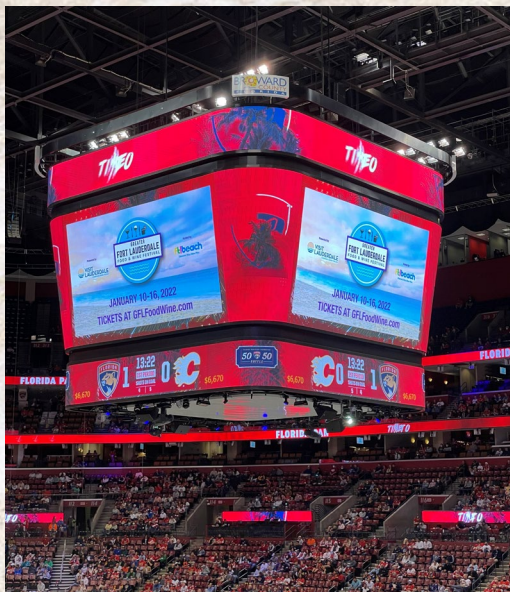
E-blast (126,000 Database)



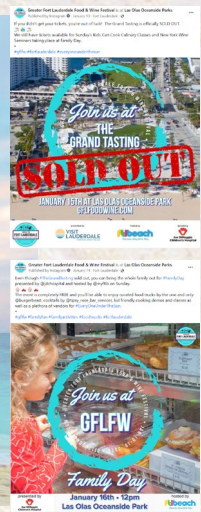
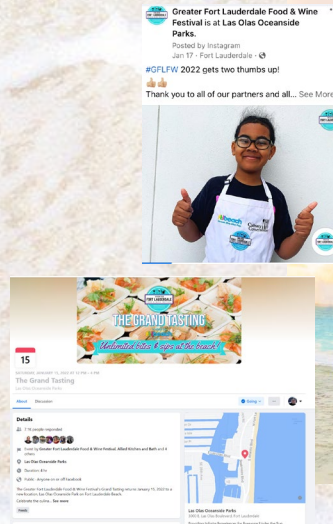
Web Pages



Florida Panthers Jumbotron



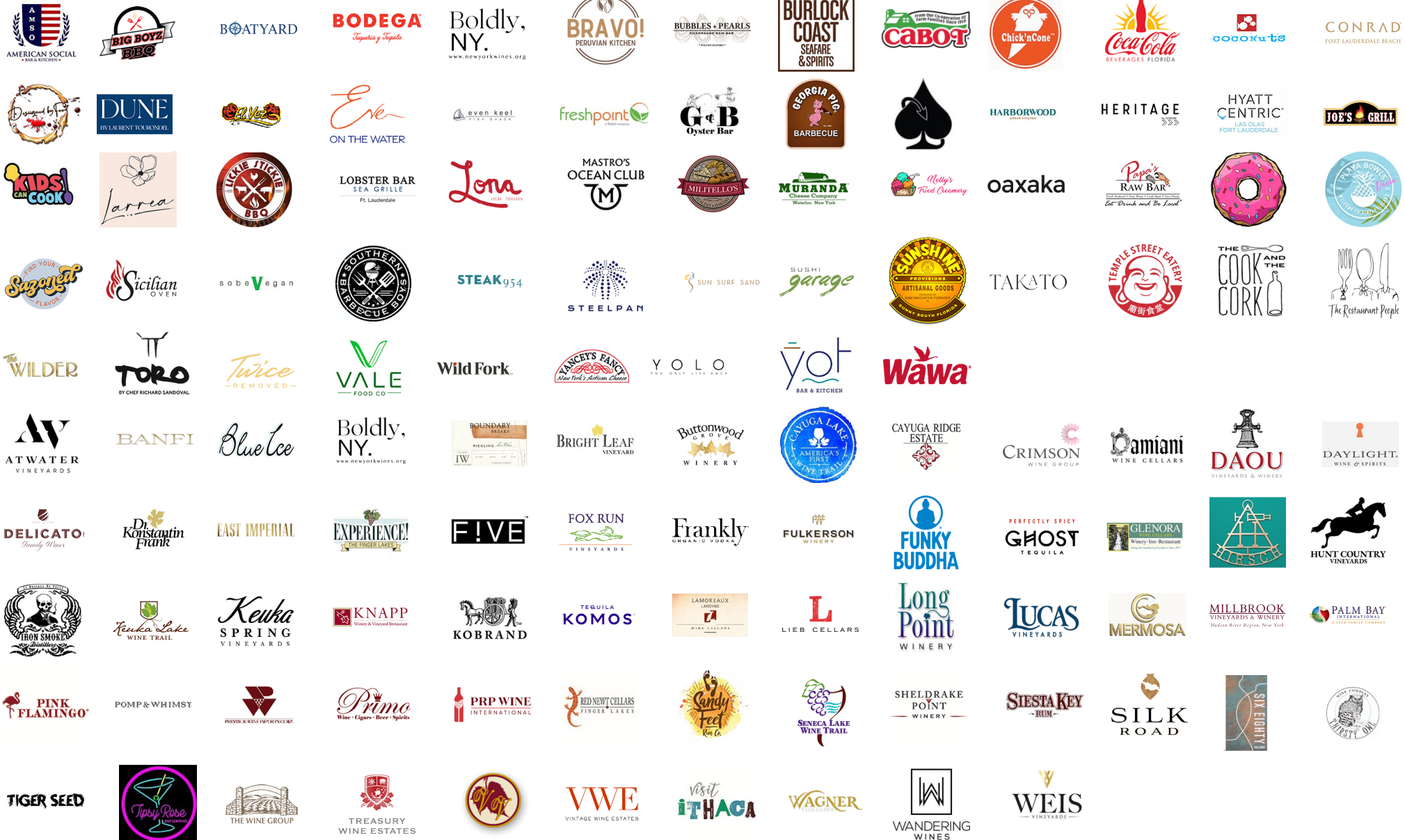
Social Posts



2022 PARTNERS



2022 BITES & SIPS



IN THE NEWS



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. Past coverage includes:





January 9-15, 2023