

BEACH BUSINESS IMPROVEMENT DISTRICT'S (BBID) REIMBURSABLE GRANTS FUNDING PROGRAM FOR EVENTS

FY 2024 Reimbursable Grants Program Guidelines

The Beach Business Improvement District's (BBID) Events Grants Program is designed to support events and activations on Fort Lauderdale Beach in the general boundaries along State Road A1A between Sunrise Boulevard to the north and Harbor Drive to the south.

The event themes shall align with and reinforce the Fort Lauderdale Beach area's image as a dynamic and diverse premier destination where people come to discover, stay, dine, and play. The events shall be capable of attracting visitors on local, regional, national and/or international levels, economically benefit the local business and hospitality community, and provide a positive visitor experience. The events must address well-defined criteria (e.g., number of participants or spectators, rooms booked, economic impact, and media coverage etc.).

The intent of the Reimbursable Grants Program is to support event organizers by offsetting parts of the event costs through reimbursements.

Application period

We are accepting applications for events and activations taking place during the fiscal year between October 1 and September 30. The application period is open between January 1, 2023-March 31, 2023, for events taking place between October 1, 2023-September 30, 2024.

Criteria

Support will be considered for events that:

- can provide an estimation of economic impact, including overnight stays;
- can provide an estimate of number of visitors to the beach and ticket sales;
- incorporate marketing activities that drive visitation from outside the local area;
- align with key tourism strategies (Visit Lauderdale) and broader government priorities;
- demonstrate financial sustainability and management capacity;
- appropriately showcase and celebrate diversity, equity, and inclusion

Eligibility Requirements and Evaluation Procedure

The Beach Business Improvement District Committee will evaluate and score all qualified and eligible applications based on how well the event aligns with the selection criteria.

Economic Impact and Organizational Capabilities (X-X points)

- Whether event will be hosted on Fort Lauderdale beach for more than one year
- Number of days per year the event will be hosted
- Date(s) of event, outside of peak season or holiday periods, including a description of how the event strengthens the destination by promoting visitation in low or shoulder seasons, periods of off-peak demand. (250 words max)
- Estimate of total rooms nights at local beach hotels generated by this event and the average length of stay (off peak, mid-week, or weekend)
- Description of proposed activities and how the event would increase overnight visitation and /or positively impact the local businesses in the Fort Lauderdale Beach area (250 words max)
- Anticipated number of visitors to the beach area
- Anticipated number of tickets sold

Marketing/PR (X-X points)

- Marketing and Promotional Plan describing the media exposure and promotion of Fort Lauderdale Beach. (500 words max)

Budget (X-X points)

- Event budget showing revenues, expenditures, and funding request. (Template provided)

Other (X-X points)

- Includes elements of diversity through programing / marketing or outreach
- Other considerations

Application Timeline

Grant Funding Period	October 1, 2023 - September 30, 2024
Applications Available	November 1, 2022
Consultation Period with Staff	November 1, 2022 – January 31, 2023
Submission Deadline	January 31, 2023, 11:59 PM
Application Comments / Corrections	February 21, 2023
Revised / Final Application Due	February 28, 2023
BBID Advisory Committee Evaluation Meeting	March 13, 2023, 3:30 PM
Request for Approval from City Commission	April -May 2023
Award Notifications Issued	May-June 2023
Availability of Grant Funds	No earlier than October 1, 2023