

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.

Selection Criteria

Guidelines for event and activation projects seeking funding:

- An event may consist of one or more specific events or activities, or it may be part of, or all of an applicant's season of activities.
- Events may be new and untested or ongoing with proven track records. BBID is interested in finding new ways to bring more visitors to the beach and to continue to support events that showcase the beach as a dynamic and premier destination.
- Projects do not need to be large. BBID welcomes small-scale events and a variety of activations that attract and engage visitors from different backgrounds and a broad range of interests.
- Events may cover a large range of disciplines, such as entertainment, education, sport, fitness, fashion, food, art, culture, leisure, pets, etc. The proposed activation should enhance the beach experience and showcase that the beach is a dynamic and premier destination for everybody under the sun.
- The applicant must apply for the grant every year if it is an ongoing or multiyear event.

Support will be considered for events that:

- Contribute to strengthening the Fort Lauderdale Beach as a premier resort destination.
- Create a unique sense of place for visitors to enjoy.
- Improve the overall image of the beach.

Support will be considered for applications that:

- Can provide an estimation of economic impact to the beach businesses, including overnight stays if applicable.
- Can provide an estimate of number of visitors to the beach.
- Incorporate advertising and marketing strategies that illustrate how and from what markets (local/regional/national/international) they drive visitors.
- Align with key tourism strategies (Visit Lauderdale) and broader government priorities.
- Demonstrate financial sustainability and organizational management capacity.
- Appropriately showcase and celebrate diversity, equity, and inclusion.

Eligibility Requirements and Evaluation Factors

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.

Section 1: Event Type

- The event is creative and will attract identified audience(s) or target group(s).
- The event aligns with local and regional tourism strategies and enhances the image of Fort Lauderdale Beach.
- The event emphasizes that Fort Lauderdale beach is a premier destination where everybody is welcome to discover, stay, dine, and play.

Section 2: Economic Impact and Organizational Capabilities

- Anticipated number of visitors to the beach area.
- Whether event will be hosted on Fort Lauderdale beach for more than one year.
- Number of days per year the event will be hosted, including a description of number of consecutive days.
- Description of how the event will increase overnight visitations, including an 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 how the event will positively impact the local businesses in the Fort Lauderdale Beach area.
- Date(s) of event. If outside of peak season or holiday periods, include a description of how the event strengthens the destination by promoting visitation in low or shoulder seasons that are periods of off-peak demand.
- Anticipated number of tickets sold (if applicable)

Section 3: Advertising, Marketing, and Promotion

- Marketing and Promotional Plan describing the media exposure, reach, messaging, and promotion of Fort Lauderdale Beach as a destination. Include value of marketing/PR efforts.

Section 4: Budget and Financials

- Event budget showing revenues, expenditures, and funding request. (Template provided)
- Company/organization's financial statement from previous fiscal year and recap/accounting illustrating last year's event (if applicable)

Section 5: Diversity, Equity and Inclusion

- The event includes elements of diversity, equity, and inclusion which is illustrated in the advertising, marketing, and promotion.
- BBID encourages the participation of Minority Business Enterprises (MBE), Women Business Enterprises (WBE), and Small Business Enterprises (SBE)

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 November 1, 2022-January 31, 2023, for events taking place between October 1, 2023-September 30, 2024.

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
Selected Applicants to Present to BBID Advisory Committee	April 10, 2023, 3:30 PM
Request for Approval from City Commission	May-June 2023
Award Notifications Issued	May-June-July 2023
Availability of Grant Funds	No earlier than October 1, 2023

Evaluation Criteria Beach Business Improvement District's (BBID) Reimbursable Grant Funding Program

These are the scoring criteria used by the BBID Advisory Committee when assessing a Reimbursable Grant Funding application.

SECTION 1: EVENT TYPE				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
EVENT ALIGNS WITH AND ENHANCES THE DESTINATION IMAGE AND ATTRACTS IDENTIFIED AUDIENCE	Score: 3 Points Clear and detailed explanation of the event. Clearly explains how the event is designed to attract or retain visitors. Audience and target groups clearly identified. Provides strong and convincing reasons to be funded. Presents believable reasons why and how the event will attract tourism and visitors. Explains how the event provides a purpose for visiting the beach and contribute to the beach's image. In the absence of experience, information is provided that helps make a convincing case that this event will succeed.	Score: 2 Points Limited explanation of the event. Limited explanation how the event is designed to attract or retain visitors. Audience and target groups not clearly identified. Provides limited reasons to be funded. Presents limited reasons why and how the event will attract tourism and visitors. Demonstrates partial understanding of how the event will provide a purpose for visiting the beach and contribute to the beach's image. In the absence of experience, limited information is provided that helps make a convincing case that this event will succeed.	Score: 1 Point Lacks specificity in the explanation of the event. No clear explanation of how the event will attract or retain visitors. Audience and target groups not identified. No evidence to support conclusions or funding request. No real understanding of how the event will provide a purpose for visiting the beach and contribution to the beach's image. In the absence of experience, information is not provided that helps make a convincing case that this event will succeed.	Score: 0 Points Event Type explanation or description not included in proposal.

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
DEFINED AND MEASURABLE OUTCOMES	Score: 3 Points Clearly defined, realistic and measurable outcomes about the economic impact to the businesses on the beach. Must include an analysis of economic impact to the beach businesses, supported by reasonable market research or existing, comparable data, such as estimated number of visitors, expected spend, tickets sold, overnight stays (if applicable) etc. In the absence of experience, information is provided that helps illustrate the economic impact to the beach businesses.	Score: 2 Points Vague and limited description of measurable outcomes and economic impact to the businesses on the beach. Limited analysis of economic impact to the beach businesses, not supported by reasonable market research or existing, comparable data. In the absence of experience, limited information is provided that helps illustrate the economic impact to the beach businesses.	Score: 1 Point Description of non-measurable outcomes or outcomes not relevant to the economic impact to the businesses on the beach. Missing analysis of economic impact to the beach businesses. In the absence of experience, information is not provided that helps illustrate the economic impact to the beach businesses.	Score: 0 Points Defined and measurable outcomes and economic impact analysis are missing.
	Score: 3 Points Low Season: Event will take place in June-September	Score: 2 Points Shoulder Season: Event will take place in May or October	Score: 1 Point Peak Season: Event will take place November-April.	Score: 0 Points No information provided about when event will be held.

SECTION 3: ADVERTISING, MARKETING, AND PROMOTION				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
DEMONSTRATED UNDERSTANDING OF MESSAGING AND ALIGNMENT WITH FORT LAUDERDALE BEACH IMAGE	Shows detailed creative use of a variety of media platforms and strong alignment and understanding of the Fort Lauderdale Beach messaging and brand. Communicates the Fort Lauderdale beach image positively. Includes illustrations, marketing content, and schedule of activities. Detailed description of value and reach of marketing efforts included. In the absence of experience, information is provided that helps make a convincing case that this event will succeed.	Limited description and use of a variety of different media platforms. Lacks clear and detailed alignment and understanding of the Fort Lauderdale Beach messaging and brand. Limited inclusion of illustrations, marketing content, and schedule of activities. Limited description of value and reach of marketing efforts. In the absence of experience, limited information is provided that helps make a convincing case that this event will succeed.	General description only without explanation about the use of different media platforms. Lack of alignment and understanding of the Fort Lauderdale Beach messaging and brand. Minimal inclusion of illustrations, marketing content, and schedule of activities. Minimal description of value and reach of marketing efforts. In the absence of experience, information is not provided that helps make a convincing case that this event will succeed.	Marketing efforts not included in proposal.
VALUE (\$) AND REACH OF MARKETING AND PROMOTIONAL ACTIVITIES	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
	Detailed description of value (\$) and reach of marketing efforts	Limited description of value (\$) and reach of marketing efforts	Minimal description of value (\$) and reach of marketing efforts	No description of value (\$) and reach of marketing efforts

SECTION 4: BUDGET AND FINANCIALS				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
BUDGET	Provides detailed data and legitimate reasons for support of funding. The budget is clear, detailed, and accurate. There is evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event attached (if applicable). In the absence of financial history or past experience information is provided that helps make a convincing case that this event will succeed.	Provides limited data and reasons for support of funding. The budget lacks detail but is accurate. There is limited evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event attached (if applicable). In the absence of financial history or past experience limited information is provided that helps make a case that this event will succeed.	Provides minimal data and reasons for support of funding. The budget lacks detail but is accurate. There is minimal evidence illustrating that what is proposed is achievable by the applicant on their own or in partnership with others. Company/organization's financial statement from previous fiscal year and recap/accounting from last year's event not attached (if applicable). In the absence of financial history or past experience information is not provided that helps make a case that this event will succeed.	Budget is not included in proposal.

SECTION 5: EQUITY, DIVERSITY, AND INCLUSION				
CRITERIA	EXCELLENT	AVERAGE	WEAK	MISSING
	Score: 3 Points	Score: 2 Points	Score: 1 Point	Score: 0 Points
DIVERSITY, EQUITY, AND INCLUSION	The event programming and marketing material reflect broad, diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect some diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect minimal diverse demographics, cultural diversity, equity, and inclusion.	The event programming and marketing material reflect no diverse demographics, cultural diversity, equity, and inclusion.



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

GENERAL INFORMATION

1. Name of Event:

2. Registered Business Name:

3. Fictitious name, if applicable:

4. Company Address:

5. Amount requested from BBID:

6. Indicate what the amount will be used for:

7. Indicate business structure of the company:

Sole Proprietorship

Partnership

C-Corporation

S-Corporation

Limited Liability Corporation LLC

Other, please specify:

8. Provide your contact information:

Name:

Office phone:

Cell phone:

E-mail:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

SECTION 1: EVENT TYPE

9. Describe the event. Explain how the event is designed to attract visitors and if there is a specific audience or target group. Include how the event aligns with local and regional tourism strategies to brand Fort Lauderdale Beach as a world-class destination.

Two horizontal grey bars and a large vertical grey box, serving as a placeholder for the applicant's response to question 9.

10. Indicate the location of the event. Provide address and attach location map or site plan.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

b. Event date(s):

c. Event hours:

d. Breakdown date(s):

12. Is this the first year for the event on Fort Lauderdale Beach? Yes No

13. If the event has been held before, list the dates for prior events:

14. Define what measurable outcomes you will use to evaluate the success of the event.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

15. Explain in detail the positive economic impact the proposed event/project will have for the BBID and 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), (attached) by increasing the number of visitors to the BBID.

[Blank text area for response to question 15]

SECTION 3: ADVERTISING, MARKETING, AND PROMOTION

16. Provide a detailed description of marketing activities that explains how the proposed event will be included in marketing, promotions and advertisements. Include or attach illustrations, content, estimated market reach, and schedule of activities.

[Blank text area for response to question 16]

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

17. Describe the sponsorship levels you offer and indicate which level this request aligns with.

18. Describe how the BBID's sponsorship will be included in the advertising and marketing efforts for the event. Provide proofs where applicable and check mark the box next to the term if you agree.

BBID logo will be included in all advertising and marketing efforts for the event in locations and in proportion to other sponsors at similar sponsorship levels including radio, TV, print, on line, on-site banners, and stage announcements etc.

BBID review and approval of associated media, marketing, and advertising to ensure accuracy.

Opportunity for a 10" x 10" activation area for the event. For recipients receiving more than \$50,000 in annual funding. It is BBID's responsibility to provide décor and staffing for the activation area.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

Applicant Organization:		
Name of Event:		
BBID Funding Request		
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales		
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		
Concession/Vendor Revenue		
Other (specify):		
Total Revenue		
Percent of Revenue Covered by BBID		
Expenses		Projected \$ Amount
Venue		
Entertainment/Performers/Presenters		
Permits & Licenses		
Staff		
Security		
Catering		
City Services (Public Safety, Parking, City Staffing etc)		
Advertising/Promotions		
Photography/Videography		
Displays, Décor, Supplies & Swag		
Cleaning & Sanitation		
Equipment Rental		
Taxes & Fees		
Ticketing/Access		
Signage		
Office Expenses		
Other (specify):		
Other (specify):		
Total Expenditures		
Percent of Expenses Covered by BBID		
Net Profit/Loss		

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

20. When does your fiscal year end:

21. Indicate documents you are attaching to this application:

Company/organization's prior year's financial statement

Profit & Loss from prior year's event (required if this is not the inaugural event)

SECTION 5: EQUITY, DIVERSITY, AND INCLUSION

22. Describe how this event includes elements of diversity, equity, and inclusion (DEI).

SECTION 6: OTHER IMPORTANT CONSIDERATIONS

23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

BBID Sponsorship Terms

Applicant shall mark the boxes below to acknowledge agreement with the following terms:

I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide logo and manage usage.

I will conduct a PowerPoint presentation detailing the event to the BBID Advisory Committee at the request of the Committee.

I am a registered vendor with the City of Fort Lauderdale, or I will complete a new vendor registration form if funding is approved.

The City has a completed W-9 form, or I will complete the W-9 if funding is approved.

If the BBID Advisory Committee recommends approval of funding I will attend the scheduled City Commission meeting where this item will be reviewed to answer questions the Commission may have.

If the BBID Advisory Committee recommends approval of funding, I will submit an executed Grant Participation Agreement via email and two originals to the City of Fort Lauderdale. (See Instructions for Grant Application, page 2 for address)

I understand that all funding is reimbursements, and as such if approved, I will provide a final invoice within 90 days of the event along with supporting documents for expenses detailed in question 6.

If the City Commission approves BBID funding and after an event is completed, I will provide a post-event financial recap and financial reports to the BBID Advisory Committee upon request from the Committee. The financial statements and a detailed profit & loss statement shall be prepared in accordance with generally accepted accounting principles.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION

Prior to signing the 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 BBID logo will be used are attached

Company/organization's prior year's financial statement is attached (if available)

Prior year's P&L for event is attached (if available)

I am the authorized representative to sign BBID application and City Agreement

or

I am not authorized to sign BBID application or City Agreement

BBID Funding History
(for BBID staff use only)

Note: Only the authorized representative of the company applying for the grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the 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.

Provide name and title of the individual authorized to execute a Grant Participation Agreement with the City. If person signing the agreement of behalf of the company is not listed as authorized signer, a Corporate Resolution will needed to execute the agreement.

Applicant Full Name (print) and Title

Applicant Signature

Company Name

Date Signed

Contact information for inquiries:

City of Fort Lauderdale
Ingrid Kindbom, BBID Program Manager
Phone: 954.828.6178
Email: ikindbom@fortlauderdale.gov