

Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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

Lisa Scott-Founds

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

A. Registered Business Name

Winterfest, Inc.

B. Is the company doing business under another name?

If yes, please list the name below.

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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3. Name and title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of the stated business above. If person signing the agreement on behalf of the company is not listed as authorized signor, a Corporate Resolution will be needed with the executed agreement.

Lisa Scott-Founds, President & CEO

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

Seminole Hard Rock Winterfest Boat Parade Viewing Area.
1991-1997 Las Olas and the Intracoastal
1997-2019 Hugh Taylor Birch State Park
2021- Las Olas Intracoastal Promenade Park

5. Location of Event

Provide description and location map or site plan.

Las Olas Intracoastal Promenade Park. 2021 Site Plan attached

6. List all dates associated with this event

- a. Set-Up Date: 12/08/2022
- b. Event Date: 12/10/2022
- c. Breakdown Date: 12/12/2022

7. Hours of Operation: 4pm -10pm

8. Projected Attendance: 3000

9. Cost to Attendees: \$20-\$25

10. Total Cost of Event: \$150K



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11. Amount Requested from the BBID: \$25,000

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

Fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, police detail, Fire/EMS, Television, newspaper, magazines, social media, Entertainment, power, lighting, tents/tables/chairs, barricades, traffic signage

13. List other revenue sources, other than the amount requested from the BBID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of requested funds.

Corporate sponsorship- amounts vary, ongoing effort. As of 8/30/22- commitments from Lacroix \$5,000, Stella Artois, \$10,000, Florida Panthers \$10,000, Baptist Health \$50,000 and we are still seeking sponsors

14. Please list proposed activities planned.

Attach a narrative, if necessary.

Live Music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities, Boat Parade viewing, live commentary of parade, festival atmosphere

15. BBID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years unless otherwise approved by the BBID. Provide a business plan detailing how the proposed event will become self-sustaining within three to five years. Attach a narrative, if necessary.

The Parade is a 51 year old event and viewing locations have been a big part of the celebration. The change of venue in 2021 with adjacent parking was a tremendous appeal to our audience and will make access to the event inclusive. This area is the largest organized viewing area along the 12 mile parade route.



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- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BBID 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 BBID.**

Winterfest as a whole has an economic impact of 50 million dollars to the Greater Fort Lauderdale Economy annually. We will incorporate this area and appropriate language to include the BBID and the area in a 3 million dollar advertising campaign from October-December. This will bring attention to the area and promote the BBID

- 17. Discuss how these impacts will be measured and reported to the BBID Committee upon completion of the event. Attach a narrative, if necessary.**

The event will be ticketed, we will have reporting on actual attendees and where they are from. We will again hire Touchpoll (professional polling company) to survey guests, professional photographs of the area will be taken and we will provide a recap of the campaign elements related to this particular event/location.

- 18. Explain in detail how the proposed event will aid in the BBID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

We will promote with the Advertising campaign as indicated above, this location will also be included in our 1 hour television special that is produced in cooperation with WSVN Channel 7, aired 5 times locally and also in Boston. Additionally, picked up by Bally (formerly Fox Sports) and aired in 35 additional markets.

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

Television spots promoting the area for ticket purchase on WSVN Channel 7, spots on iheart radio, magazine ads and distributed heavily thru social media in addition to 100,000 brochures, newsletters/souvenir journals direct mailed and also sent digitally to 150,000. All will include the Promenade Park viewing location.



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BID SPONSORSHIP TERMS

20. Describe how the BBID 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. BBID 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. BBID 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. BBID 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 BBID logo in the appropriate format for marketing purposes. BBID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing the event or project to the BBID 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 BBID 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 BBID 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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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:

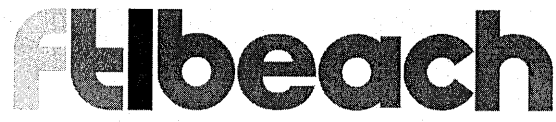
- Tasha Cunningham, BBID Manager:
tasha@thebrandadvocates.com
- Ingrid Kindbom, City of Ft. Lauderdale:
ikindbom@fortlauderdale.gov
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

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 BBID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BBID 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 Manager's Office - Nighttime Economy Division
Attention: Ingrid Kindbom
300 SW 2nd Street, Ste 5
Fort Lauderdale, FL 33312
ikindbom@fortlauderdale.gov



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BID SPONSORSHIP TERMS

When does your fiscal year end?

01/31

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

- \$50,000 Title Sponsorship
- \$25,000 partnership
- \$10,000 associate
- \$5,000 corporate booth space



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APPLICANT'S CONTACT INFORMATION

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

Lisa Scott-Founds
512 NE 3rd Avenue, Fort Lauderdale FL 33301
954-767-0686, 954-562-7021 c
Lisa@winterfestparade.com/Dawn@winterfestparade.com

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 BBID 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

BBID FUNDING HISTORY

(For BBID Staff Use Only)

2021: \$25,000

Lisa Scott-Founds

APPLICANT FULL NAME (PRINT)

Lisa Founds
Pres & CEO

APPLICANT SIGNATURE

MANAGER:

Winterfest, Inc

COMPANY NAME AND TITLE

09/09/2022

DATE SIGNED

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.

Winterfest Boat Parade Viewing Area sponsored by Baptist Health



#	Company	#	Company	#	Company	#	Company
1	Baptist Health 10x20	13	Judy's Jewelz Creations	25	Kang's Italian Ice	37	
2	BJ Events	14	LaCroix	26	Friends of Our Florida Reefs	38	
3	Budweiser 2 tables	15	New Era Culture & Education Table 2 chairs	27	Twin Peaks 20x30 set	39	
4	Stella Artois Trailer 1 table	16	Orange Bowl Committee Table	28	Bahamas Paradise Cruise Lines Table	40	
5	Coca Cola	17	Ricky's Arepas	29	For Paul 10x10 table 2 chairs	41	
6	Coco Bongos	18	Santa 10x10 table	30	County Line Chiropractic	42	
7	Elegant Eatz	19	South Florida Ford	31	Sprouts Farmers Market	43	
8	Florida Panthers	20	Visit Lauderdale	32	Stoked on Salt Walkway	44	
9	Face Painter	21	Touch Poll **10x10** 1T 2C Back Wall	33	Dan Marino Foundation Table	45	
10	Incredible Kettle Corn	22	Wine Cart	34	Catabella Express	46	
11	Island Grille Tent	23	Winterfest Headquarters 10x20 8 tables 6 chairs	35	Sea Turtle OP		Tents:
12	Island Grille Food Truck	24	Mr. Cobb's BBQ	36			Tents:

WINTERFEST OCTOBER-DECEMBER 2022 MARKETING FOR THE PARADE VIEWING AREA:

PRINT:

150,000 Newsletters: 12-Page Newsletter which will be distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents.) in October and November:

1. Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
2. Boca/Delray
3. Coral Springs/Parkland
4. Weston/SW Ranches
5. West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
6. Aventura / Doral
7. Pinecrest/Coral Gables

100,000 Brochures: 20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.

TELEVISION:

A minimum of forty (40) :15 / :30 promotional spots on WSVN Channel 7 (FOX)

RADIO:

A minimum of (20) Fifty :15 / :30 promotional *radio spots* and give-a-ways promoting the area in the tri-county area.

DIGITAL:

EBLASTS & E-NEWSLETTERS: Lifestyle Magazine targeted Eblast to 150K 30 year old + Florida resident database

MAGAZINE DIGITAL VIEWERSHIP (from Lifestyle Magazine): Digital Viewership is estimated at 560K in November and December.

HANDSHAKE and other CROSS PROMOTIONS with Parade Supporters on Facebook and other Social Platforms.

FACEBOOK: Event Page created for the Viewing Area. Promoting our sponsors.

STAY AND PLAY: A minimum of eight (8) Digital Promotions Posts on multiple social media platforms promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

STAY AND PLAY: A minimum of four (4) Digital Promotions Posts on multiple social media platforms promoting to Stay after the Parade for the Concert and enjoy a night at a local BID Area Hotels.