

MARKETING



The Greater Fort Lauderdale Food & Wine Festival has a multifaceted marketing strategy that focuses on robust social media campaigns, major local, regional, and national print publications, radio giveaways and commercial spots, e-mail blasts, web banners, and outdoor advertising.

| PRINT | DESCRIPTION | QUANTITY |
|-----------------------|---|----------|
| RSVP Direct Mailer | Coupon pack sent to Broward County Homes with AGI of 125k+ | 100,000 |
| Event Fliers/ Posters | Fliers and posters given to participating restaurants, businesses, and hotels | 100,000 |
| Various | Editorial | 250,000+ |

| TV & RADIO | DESCRIPTION | QUANTITY |
|------------|---|----------------|
| Television | Promotional spots and interviews | |
| Radio | Promotional radio spots, interviews and giveaways | Negotiating |
| YouTube | Series of cooking demos highlighting Broward County chefs | 100,000+ Views |

MARKETING-DIGITAL



| DIGITAL- GFLFW | DESCRIPTION | QUANTITY |
|-----------------------------|--|-------------|
| E-blasts | Targeted updates and offers (twice a month October- January) | 150,000/per |
| Facebook Events | Event updates pushed out to followers and those interested in attending | 13,000 |
| Paid Social Media Ads | Paid promotions and contests through Instagram, Facebook and LinkedIn | 100+ |
| Discover FTL Beach Promo | Promotions encouraging viewers to visit Fort Lauderdale Beach | 4 |
| Discover FTL Beach Contest | Co-branded ticket giveaways on multiple social platforms | 4 |
| National Billboard Campaign | Digital billboards in 10 states, including local and regional billboards | 14 |

| DIGITAL- PARTNERS | DESCRIPTION |
|-------------------|---|
| Travelhost | Event calendar listing; website listing including ticket links; editorial/blog featured on website; social media posts (45,000+ followers) |
| Visit Lauderdale | Marketing support including press releases, paid social posts (311K+ Followers), giveaways, calendar listing on website |
| Influencers | Social posts and contests including Hungry Black Man (123K Followers); BurgerBeast (140K Followers); Jason Smith- Food Network (150K); Ingrid Hoffman-Food Network (160K); Lauderdale Local (16K Followers), etc. |
| Charity Partner | Cross promotion by Joe DiMaggio Childrens hospital with email blasts, social posts, and contests (160K+ Followers) |
| Participants | Social posts, email blasts and ticket giveaways on multiple social platforms from festival participants and their PR companies (over 85 chefs, restaurants, hotels, liquor brands, retailers and vendors) |

SOCIAL



Visit Lauderdale Food & Wine Festival
Jun 22 · 🌐

We are now Visit Lauderdale Food & Wine Festival!
Come join us in January as we celebrate Broward County's hospitality industry with a diverse line up of 'Culinary Experiences for Everyone Under the Sun'.

Early Bird tickets are available now at VLFoodWine.com

#VLFWF #ReleaseYourInnerFoodie #FortLauderdale #EveryoneUnderTheSun



1.3K views

vfloodwine
Broward County



Liked by philmarro35 and 105 others

vfloodwine Our #CulinaryEducationSeries is now live! We have something for everyone from Charcuterie to Tapas, Vegan to Sweets and everything in... more

View all 3 comments
3 hours ago



Liked by philmarro35 and 139 others

vfloodwine Did you know, the earlier the you buy, the more you save? ... see more

View all 19 comments

oaxaka 🍷🍷🍷🍷🍷
vfloodwine @oaxaka we hope you'll join us again!

Like · 77



1,207 views · Liked by philmarro35

vfloodwine The earlier you buy the more you save! Ticket prices are increasing on Tuesday.

👍👍👍 ... more



Liked by philmarro35 and 332 others

vfloodwine See you in 2023!
#gflfw #vlfwf

View all 21 comments

vfloodwine @troysganter always! Us locals gotta stick together.

chefsazon 🍷🍷🍷🍷🍷 Congrats guys! Amazing event, look forward to next year. #nowthatsazoned 🍷

South Florida Party/Events Vendor Networking - Join
Phillip Marro · Sep 5 · 🌐

Save now!

Visit Lauderdale Food & Wine Festival ▶ The Grand Tasting
Sep 5 · 🌐

Don't miss out! Secure your savings at VLFoodWine.com



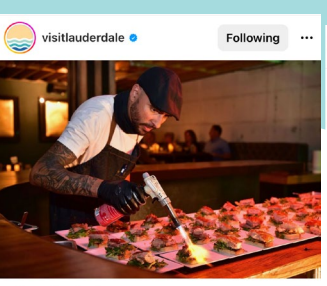
Liked by Bill Feinberg and 6 others

hyattcentriclasolas
It's official - #HyattCentric Las Olas will ...
👉 #Gemini - Tick Tick Boom! (feat. BygTwo3)



Leave your thoughts here...

👍👍👍 ... more



Liked by vfloodwine and 494 others

visitlauderdale Experience the ultimate culinary excursion at the 2022 Greater Fort Lauderdale Food & Wine Festival on Jan. 10-16! 🍷🍷🍷

@gflfoodwine

#VisitLauderdale #EveryoneUnderTheSun #GFLFW #FoodFestival #WineFest #Foodies #GoodEats #FoodLovers #LoveFL

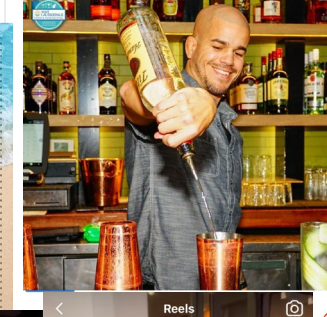
January 3

Don't miss out!

Visit Lauderdale Food & Wine Festival is in Fort Lauderdale, Florida.
Sep 10 · 🌐

Sip Sip, Hooray!
🍷🍷🍷🍷🍷

Save an extra 10% on tickets now with... See more



Liked by hyattcentriclasolas

hyattcentriclasolas
It's official - #HyattCentric Las Olas will ...

vfloodwine
Fort Lauderdale, Florida

View all 4 comments



6,623 views · Liked by philmarro35

vfloodwine We are now Visit Lauderdale Food & Wine Festival!
🍷🍷🍷🍷🍷 ... more

View all 20 comments

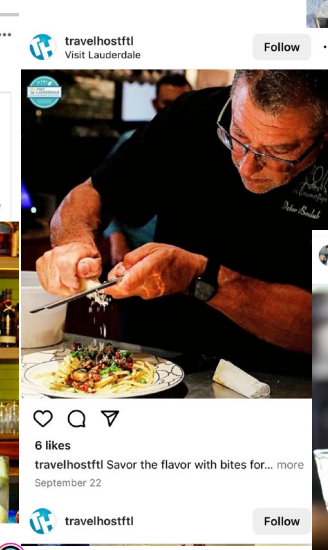
vfloodwine @smikemayoets thanks for your support!

visitlauderdale 🍷



Liked by philmarro35 and 46 others

vfloodwine If you didn't get your ticket for 'A New York State of Wine', it's too late. Make sure to subscribe to our email list so you don't miss out on the next... more



6 likes

travelhostftl Savor the flavor with bites for... more

September 22

travelhostftl

Follow



Liked by philmarro35 and 80 others

vfloodwine 🍷🍷🍷 GIVEAWAY ALERT 🍷🍷🍷

We've teamed up with @ChefSazon to giveaway... more

View all 53 comments

caitlindunn11 @karly_turgeon

valerie_lynn3 @mel.bertuccelli



2,306 views · Liked by philmarro35

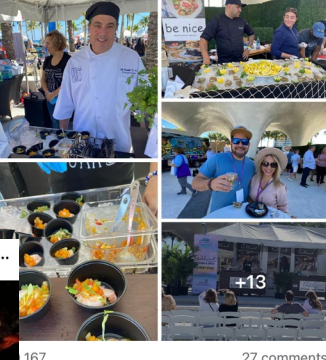
vfloodwine #HappyNationalWineDay

@visitlauderdale... more

View all 4 comments

Let's Eat, South Florida
Michael Mayo · Jan 16 · 🌐

I wish we could have had better weather for the Grand Tasting of the Greater Fort Lauderdale Food & Wine Festival on Saturday. (sarcasm alert 🍷 : I'm being sarcastic. It was a perfect 10 day...)... See more



167

27 comments



Liked by philmarro35 and 80 others

vfloodwine 🍷🍷🍷 GIVEAWAY ALERT 🍷🍷🍷

We've teamed up with @ChefSazon to giveaway... more

View all 53 comments

caitlindunn11 @karly_turgeon

valerie_lynn3 @mel.bertuccelli

Lauderdale by the Sea Happenings
Latitude Key Vacations · Aug 5 · 🌐

SAVE THE DATE: The **Visit Lauderdale Food & Wine Festival** is a week-long celebration, the festival puts the spotlight on this #foodie destination!... See more



IN THE NEWS



MEDIA GROUP
lifestyle



EASY 93.1

EATER



SunSentinel

boca



LUXURY GUIDE

SFBW
SOUTH FLORIDA BUSINESS & WEALTH



edible
SOUTH FLORIDA



Wopular

BIG 105.9



FORT LAUDERDALE magazine

The Boca Raton Tribune
Your Closest Neighbor



GO RIVERWALK
FORT LAUDERDALE'S CITY MAGAZINE

102.7 THE BEACH

Weekend Broward Palm Beach

Audacy

SFGN
SOUTH FLORIDA GAY NEWS



CMG
COX MEDIA GROUP

MIAMI
New Times



LAUDERDALE PRESENTS
The Best of FORT LAUDERDALE

TRAVELHOST

WLRN

Miami | South Florida

ENTERTAINMENT TELEVISION

HOLLYWOOD
CONNECTING YOUR COMMUNITY SINCE 2001 Gazette

SOUTH FLORIDA BUSINESS JOURNAL

Miami.com













iHeart MEDIA

99JAMZ

BID LOGO EXAMPLES





-  Patio Tables/ Hi-tops
-  Cooking Demo Tent
-  Cooking Demo Seating Area
-  Sponsor Activation
-  Exhibitor 10 x 10
-  Food Truck
-  Entrance/ Queue Area
-  Bike Rack/ Perimeter Fence
-  Road Closure
-  Food 10 x 10
-  Alcoholic Beverage 10 x 10
-  Alcoholic Beverage Tabletop Activation



Ocean →

5' from Edge of Sidewalk



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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

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

A. Registered Business Name

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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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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.

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.

5. Location of Event

Provide description and location map or site plan.

6. List all dates associated with this event

a. Set-Up Date:

b. Event Date:

c. Breakdown Date:

7. Hours of Operation:

8. Projected Attendance:

9. Cost to Attendees:

10. Total Cost of Event:



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

11. Amount Requested from the BBID:

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

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.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

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.



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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.

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

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.

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



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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:

- o Tasha Cunningham, BBID Manager:
tasha@thebrandadvocates.com
- o Ingrid Kindbom, City of Ft. Lauderdale:
ikindbom@fortlauderdale.gov
- o 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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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION
BID SPONSORSHIP TERMS

When does your fiscal year end?

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



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

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

[Redacted area for contact information]

Prior to signing this application, please check the following to acknowledge completion:

- Checkboxes for: 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, NOT AUTHORIZED TO SIGN AGREEMENT

or

BBID FUNDING HISTORY (For BBID Staff Use Only)

January 2022: \$75,000

APPLICANT FULL NAME (PRINT)

Katrina E. Reed

APPLICANT SIGNATURE

MANAGER:

COMPANY NAME AND TITLE

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.



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION INSTRUCTIONS

The Beach Business Improvement District (BBID) Grant Application is used to determine whether a proposal meets the goals and objectives of the BBID Committee and only proposals that comply with the BBID's goal of increasing the number of visitors to the beach will be considered. A completed application must be submitted 90 days prior to the event date.

The Beach Business Improvement District Assessment is a non-ad valorem assessment for the cost of providing beach business improvement services, facilities and programs that have a special benefit to business property located along SR A1A in the central beach area.

BBID Grant Application Contact Information

Tasha Cunningham, CAPM | Beach Business Improvement District Manager

(O): (954) 745-0570 x 700

(M): (305) 335-8466

(E): tasha@thebrandadvocates.com

City of Fort Lauderdale Support Staff

Ingrid Kindbom

City Manager's Office – Nighttime Economy Division

300 SW 2nd Street, Ste 5

Fort Lauderdale, FL 33312

(O): (954) 828-6178

(E): ikindbom@fortlauderdale.gov

Overview of the BBID Application Process

- STEP 1** - Application Submittal
- STEP 2** - BBID Committee Presentation
- STEP 3** - City Commission Approval
- STEP 4** - Execute Agreement
- STEP 5** - Event Takes Place or Project Completed
- STEP 6** - Submit Final Invoice for Payment
- STEP 7** - BBID Committee Post-Event Financial Overview
- STEP 8** - Provide Financial Statement



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Fort Lauderdale Beach Business Improvement District (BBID)

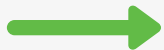
GRANT APPLICATION INSTRUCTIONS

APPROVAL PROCESS

BBID grant funding is a multi-step approval process:

STEP 1 - APPLICATION SUBMISSION AND REVIEW

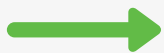
A submitted application is first reviewed by staff for completion prior to placement on BBID Committee Agenda. If complete, staff will inform the applicant of BBID Committee meeting date for the presentation. Applicant shall prepare a 10 minute presentation about the proposed event, proposal or project for the BBID Committee's review. The BBID Committee meets 2nd Monday of each month at 3:30 p.m. at City Hall, 8th Floor conference room unless otherwise stated in the public meeting notice posted 72 hours prior to meeting date and time.



IF APPLICATION IS COMPLETE, MOVE TO STEP 2

STEP 2 - BBID COMMITTEE REVIEW - APPLICATION PRESENTATION

BBID Committee will determine if proposal meets BBID goals and objectives, and whether to recommend to the City Commission to fund the proposal and at what level. A recommendation for approval requires majority vote of more than half of the BBID Committee Members.



IF APPLICATION ACQUIRES BBID COMMITTEE RECOMMENDED APPROVAL, MOVE TO STEP 3.

STEP 3 - CITY COMMISSION APPROVAL - CONSENT MOTION AGENDA ITEM

The Fort Lauderdale City Commission reviews all BBID grant funding application items at a regularly schedule City Commission meeting. Staff will prepare a Commission Agenda requesting approval of grant funds as recommended by the BBID Committee. If approved, the applicant must have an authorized representative execute (2) copies of the Grant Participation Agreement between the applicant and the City and deliver the originals to City Attorney's Office with 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



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION INSTRUCTIONS

The proposed event or project shall not begin without an executed Grant Participation Agreement.

STEP 4 – Execute Agreement

STEP 5 – Event Takes Place or Project is Completed

STEP 6 – Submit Final Invoice for Payment

STEP 7 – BBID Committee for Post-Event Financial Overview

STEP 8 – Provide Financial Statement

REIMBURSEMENT PROCESS

Once grant funds have been approved by City Commission, City staff will work with the City's Procurement Division to issue a purchase order number for the recipient. After an event or project has taken place, the grant recipient must submit a final invoice detailing the expenses of the event as well as copies of paid expense receipts that match final invoice line item descriptions. The following are supporting document examples:

- Production company invoices (staging, lighting, etc.)
- Labor/staffing invoice
- If any City services were used for the event, back-up documenting use of such services must accompany your final invoice as well
- Finance/business tax; parks, clean up, fire/ems & paramedics, fire/ocean rescue; City Parking services; or police detail

Please note, an invoice packet without proper documentation will not be processed.

SUBMIT THE FINAL INVOICE VIA E-MAIL

The City of Fort Lauderdale Accounts Payable will date stamp received invoices prior to review and approval.



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION INSTRUCTIONS

The applicant shall submit the final invoice to City of Fort Lauderdale Accounts Payable Division and copy or "cc" City staff via email. City staff will review and process invoice in accordance with guidelines set forth by City of Fort Lauderdale. Once approved, the packet will be routed to the City's Finance Department to issue the check and mail to returnee address listed on final invoice.

Include the information below on final invoice:

- Addressed To: City of Fort Lauderdale
- Purchase Order Number is included
- Primary Contact: Ingrid Kindbom, Program Manager
- Department: City Manager's Office – Nighttime Economy Division
- Address: 300 SW 2nd Street, Ste 5, Fort Lauderdale, FL 33312

E-Mail Invoice Packet: City of Fort Lauderdale Accounts Payable Division

- **E-Mail "TO" Field:**
 - acctspayable@fortlauderdale.gov
- **E-Mail "CC" Field:**
 - Ingrid Kindbom, ikindbom@fortlauderdale.gov
 - Sarah Spurlock, sspurlock@fortlauderdale.gov

***ADDRESS REIMBURSEMENT RELATED QUESTIONS TO INGRID KINDBOM.**



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION INSTRUCTIONS

FUNDING PROCESS SNAPSHOT

- Upon approval by the BBID, a request will be sent to the City of Fort Lauderdale City Commission meeting for final approval of which applicant is required to attend.
- Once approved, a grant agreement between the City and applicant will be signed before the City's Procurement Division provides the applicant with a purchase order number via mail.
- Applicant shall execute and deliver (2) copies of the Grant Participation Agreement, to City of Fort Lauderdale Attorney's Office.
- Payments from the BBID are made as per the guidelines set forth by the City of Fort Lauderdale.

APPLICANT CHECKLIST

- **BBID MEETING PRESENTATION:** Answer all questions thoroughly.
- Submit to BBID Manager two weeks prior to the next available regular BBID meeting
- Prepare presentation, maximum ten minutes, to the BBID Committee
- If providing a handout, please bring ten copies to the meeting
- If providing PowerPoint - no more than seven slides
- Send e- copy of PowerPoint to BBID Manager and City staff
- Bring electronic copy of any backup to the BBID meeting on a USB flash drive



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION INSTRUCTIONS

FUNDING PROCESS SNAPSHOT

- Applicant will provide the BBID with a post event overview within 60 days of the event to report on the outcome of the event. Staff will follow up with the applicant and inform the date, time and meeting location to present before the BBID Committee.
- **Provide Financial Statement:** Within ninety (90) days of the close of the participant's fiscal year, a financial statement prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to:

City of Fort Lauderdale
City Manager's Office -
Nighttime Economy Division
300 SW 2nd Street, Ste 5
Fort Lauderdale, FL 33312

APPLICANT CHECKLIST

- Once approved, a grant agreement between the City and applicant will be signed before the City's Procurement Division provides the applicant with a purchase order number.
- Applicant shall execute and deliver (2) copies of the Grant Participation Agreement, to City of Fort Lauderdale Attorney's Office.
- Payments from the BBID are made as per the guidelines set forth by the City of Fort Lauderdale.

City Commission Meeting Q&A

- If BBID recommends funding approval. Follow up with staff of date and time of scheduled Commission meeting for final approval. Applicant must attend.



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Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION INSTRUCTIONS

FUNDING PROCESS SNAPSHOT

N/A

APPLICANT CHECKLIST

- Send (2) Original Copies:
 - City Attorney's Office
 - 100 North Andrews Avenue, Fort Lauderdale, FL 33301
- Reimbursement of Funds/Payment:
- Submit final invoice via e-mail
- AcctsPayable@fortlauderdale.gov with copies to:
 - ikindbom@fortlauderdale.gov
 - sspurlock@fortlauderdale.gov
- **BBID COMMITTEE MEETING**
Post-Event Presentation
 - Prepare 6-10 minute presentation to the BBID Committee (follow steps above)
- Financial Statement:
 - City of Fort Lauderdale
 - Attn: Ingrid Kindbom, Program Manager
 - Nighttime Economy Division, 300 SW 2nd Street, Ste 5, Fort Lauderdale, FL 33312



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Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION PRESENTATION GUIDE

The applicant shall prepare a PowerPoint presentation, maximum of ten (10) minutes in length to be delivered to the BBID Committee during a regularly scheduled monthly meeting where a quorum of the board is present. The BBID Committee will vote on an agenda item related to funding based on information contained in the presentation. Therefore, the BBID Committee has prepared the following guide to help ensure your presentation contains the following required information:

- What is the scope of your event?
- What will the BBID grant funds be used for?
- What will the event bring to Fort Lauderdale Beach in terms of visitors, revenue and hotel nights?
- How will the event benefit BBID businesses?
- How will the BBID logo, and BBID businesses, be incorporated into your event marketing?
- If you receive BBID grant funding, what BBID-branded merchandise will you purchase for distribution at your event?
- What kind of security will the event have in place?
- What specific metrics will be used to measure the BBID's Return on Investment (ROI)?
- Where will the BBID be featured as part of marketing the event? For example, will the BBID logo be featured in print, digital and social media advertising?
- Is this event affiliated with Visit Lauderdale? If so, is Visit Lauderdale a sponsor?
- On what level will this event be promoted? National, regional, statewide or locally?
- Who is the publicity, media relations, and promotions contact for the event? This information must be supplied to the BBID for coordination purposes.