



**April 29-30, 2023**  
**Fort Lauderdale Beach**

# **2023 Fort Lauderdale Air Show**

## **A signature event for the community**

- ✈️ General viewing is and always has been free of charge**
- ✈️ Our two mile wide stage-in-the-sky can be seen anywhere from FL Beach**
- ✈️ Spectators can view from the beach, their backyard, boat or hotel balcony**
- ✈️ The air show attracts destination visitors and boosts hotel occupancy and rate**
- ✈️ The air show is an inspiring event for local residents of Broward County**

# **2023 Fort Lauderdale Air Show**

## **Continuing our focus on promoting the destination and tourism**

- ✈️ Reimagined materials that focus on the destination first, then the jets**
- ✈️ New website with destination marketing slide and host hotel portal**
- ✈️ Host hotel portal is widely accessible across the entire website**
- ✈️ Destination specific email campaigns featuring host hotels**
- ✈️ Enhanced host hotel portal click thru tracking to every participating hotel**
- ✈️ Destination marketing carried thru to the AirDotShow site and social channels**

# Host Hotel Page Traffic

## from January 1 - May 1, 2022

### Host Hotel Page Analytics

- ★ 18,385 total visits in four months
- ★ 13,812 unique visitors in for months

The screenshot shows the 'Host Hotels' page for the Fort Lauderdale Air Show, dated April 30 & May 1. The page features a navigation bar with links for Ticket Options, Merchandise, Livestream, Volunteer, Sponsor, and More. Below the navigation is a large banner image of an airplane over the ocean with the text 'Host Hotels'. A paragraph of text describes the benefits of staying at host hotels during the air show weekend. The page is organized into three main sections: 'HEADQUARTERS HOTEL' featuring the Marriott Harbor Beach; 'PREMIER PERFORMER HOST HOTEL' featuring Sonesta Fort Lauderdale, Bahia Mar, and W Fort Lauderdale; and 'SUPPORT CREW HOST HOTELS' featuring Courtyard by Marriott, Trump International Beach Resort, Hotel Dello Fort Lauderdale Airport, The Conrad Hotel, TRYP by Wyndham Maritime, and Pelican Grand Resort.

#### Host Hotel Portal Highlights

- ★ Each hotel has a feature image/link by level of participation
- ★ Referral link points to a page of each hotel's choice
- ★ Post show page geographic and click tracking provided

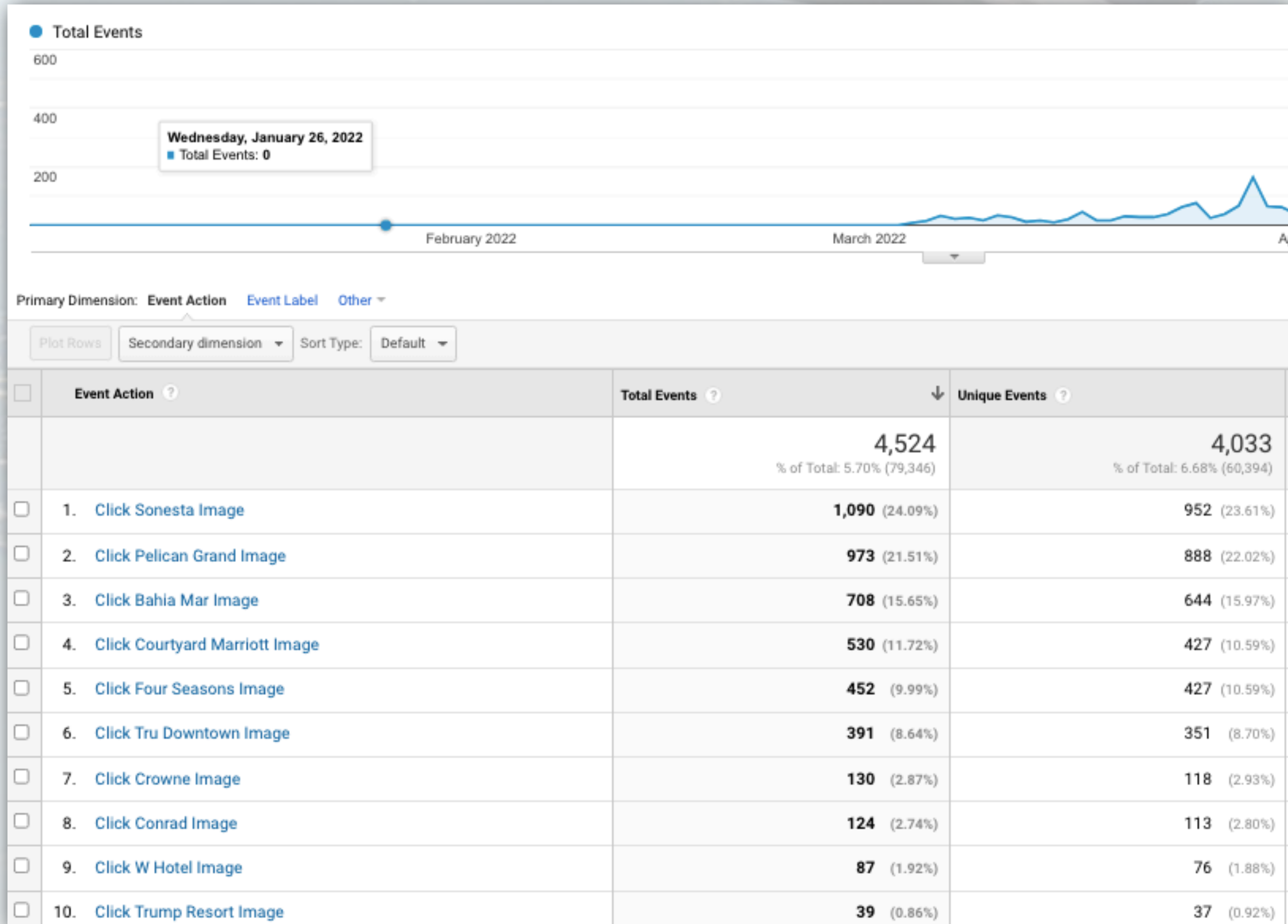
#### From an Independent Research Study at the 2019 Fort Lauderdale Air Show

- ★ 26% of spectators surveyed paid for lodging
- ★ Average hotel spend of those surveyed was \$848
- ★ Average stay of those surveyed was 4 nights
- ★ 49% of those surveyed attended for the first time
- ★ Visitors primarily book direct or by an OTC



# Host Hotel Page Referrals

## from January 1 - May 1, 2022



## Hotel Click-thru Tracking

- ☆ 4,524 total click thrus to ten different hotels
- ☆ 4,033 unique click thrus (unique visitors)

Referrals were direct to the website URL provided by each hotel

The program level positioning (headquarter, performer or support hotel) and date of entry for each hotel impacted referrals



# **The AirDotShow Tour**

## **Attracting a nationwide audience to our events**

- ✈️ Just like football has the NFL and racing has NASCAR, aviation has AirDotShow**
- ✈️ Over 1 million users have visited the AirDotShow website since its 2020 launch**
- ✈️ The Fort Lauderdale Air Show will be the second destination of the 2023 tour**
- ✈️ Every AirDotShow event is held in a desirable travel destination**
- ✈️ 15 percent of U.S. online audience self-designates as interested in aviation**
- ✈️ The combination of aviation interest and destination travel attracts visitors**
- ✈️ The tour's variety of travel destinations appeals to a national audience**



# 2022 Fort Lauderdale Air Show

## Four Month Geographic and Visitor Info

from FortLauderdaleAirShow.com - January 1 - May 1, 2022

- ✈️ 302,576 sessions (total visits)
- ✈️ 189,621 users (unique visitors)
- ✈️ 6,014 users from outside the USA
- ✈️ 31,288 users from outside Florida
- ✈️ 158,492 users from inside Florida

### 158,492 Florida visits came from:

- ✈️ 37,740 from outside the metro area
- ✈️ 120,752 from Fort Lauderdale/Miami

# **FORT LAUDERDALE AIR SHOW**

**Viewing of the event inside the BID Area**



**BID Beach Area**

# **2023 Fort Lauderdale Air Show**

## **BID Support Request**

- ✈️ The Fort Lauderdale Air Show is seeking a total of \$100,000 in financial support from the BID for the 2023 event**
- ✈️ Funds will be used to cover the portion of the city support costs for police, fire, lifeguards, public works and MOT expenses for the free viewing area within the BID boundaries where the majority of spectators enjoy the event**



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**Fort Lauderdale Beach Business Improvement District (BBID)**

**GRANT APPLICATION**

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

Mr. Bryan Lilley

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

**A. Registered Business Name**

Lauderdale Air Show, LLC

**B. Is the company doing business under another name?**

*If yes, please list the name below.*

Fort Lauderdale Air Show

**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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**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.**

Bryan S. Lilley, Manager

**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.**

Fort Lauderdale Air Show. An Annual event since 2016.

**5. Location of Event**

*Provide description and location map or site plan.*

Over the oceanfront, visible free of charge to spectators outside of event site from Fort Lauderdale Beach Park to Oakland Park Blvd with Show Center adjacent to Birch State Park. The event site for VIP Guests and ticketed patrons will be located from the intersection of Sunrise Blvd. and A1A north to 18th St.

**6. List all dates associated with this event**

a. Set-Up Date: April 26 - 28, 2023

b. Event Date: April 29 - 30, 2023

c. Breakdown Date: May 1, 2023

**7. Hours of Operation:** 9am - 4pm

**8. Projected Attendance:** 1 Million

**9. Cost to Attendees:** Free. Premium viewing and VIP tickets optional to purchase

**10. Total Cost of Event:** \$965,000.00



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## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

11. Amount Requested from the BBID: \$100,000

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

City Support costs outside of the event site (i.e. Police, Fire, Life Guards)

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.

Premium/VIP viewing tickets, limited concessions and sponsorship revenue

14. Please list proposed activities planned.

*Attach a narrative, if necessary.*

Aerial exhibition of military and civilian aircraft and parachute teams featuring the US Navy Blue Angels from Noon to 3pm on Saturday and Sunday of the event weekend (April 29 & 30, 2023). Event site adjacent to Birch State Park between Sunrise Blvd. and 18th Street with exhibits, simulators, displays, and VIP viewing areas. Evening hospitality will be held at local venues for pilot interactions with the public.

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 event itself has been self-sustaining. Due to the unique nature of the event it draws hundreds of thousands of spectators that view the event at no charge outside the event site. The grant request is specifically to help cover costs for these areas the provide substantial economic benefit to the business community.



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## **Fort Lauderdale Beach Business Improvement District (BBID)**

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### **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.**

The Fort Lauderdale Air Show is a destination event that generates a significant number of overnight stays from visitors both inside and outside Broward County. In 2022 the Host Hotel page of [fortlauderdaleairshow.com](http://fortlauderdaleairshow.com) had 18,402 visits and provided 4,527 direct referrals collectively to our 10 participating host hotels, generating significant hotel room nights.

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

Detailed website geographic and behavior tracking in addition to a summary of locations from where premium viewing and VIP ticket holders reside from. Media tracking of local, regional, and national coverage of the event.

- 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.**

The history of the Air Show in Fort Lauderdale has a significant brand equity and destination appeal. A waterfront air show is one of, if not the highest profile event a waterfront community can host due to the high visibility of its nature. The military involvement of an air show creates a patriotic, inspiring, and positive appeal that attracts a higher quality demographic, the core of which is families.

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

The event will have a multi-faceted marketing campaign with promotion through organic assets, cross-property assets, performer organic assets (i.e. Blue Angels, AirDotShow), print, and electronic media partners, sponsor partner promotions and an extensive public relations campaign.



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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)**

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**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 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:

Nighttime Economy Division  
Attention: Ingrid Kindbom  
300 SW 2nd Street, Ste 5  
Fort Lauderdale, FL 33312  
[ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)



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**Fort Lauderdale Beach Business Improvement District (BBID)**

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**GRANT APPLICATION**  
**BID SPONSORSHIP TERMS**

**When does your fiscal year end?**

December 31st.

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

This request aligns closely with a "General" sponsorship for official products, services, and/or partners of the Air Show.

Sponsor levels are:

- Title
- Presenting
- General
- Colonel
- Lt. Colonel
- Captain
- Lieutenant



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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

Lauderdale Air Show, LLC  
5700 N. US#1, Suite 280  
Melbourne, FL 32940  
Office: 717-583-0800, Cell: 321-368-3808, bryan@air.show

**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)*

**2013: \$75,000**  
**2016: \$100,000**  
**2017: \$100,000**  
**2018: \$100,000**  
**2019: 100,000**  
**2020: \$ 75,000**  
**2021: \$100,000**  
**2022: 100,000    TOTAL: 750,000**

Bryan S. Lilley

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

**MANAGER:**

Lauderdale Air Show, LLC - 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.