



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

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

Steven Crawford

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

A. Registered Business Name

FlockFest Events Inc

B. Is the company doing business under another name?

If yes, please list the name below.

NO

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)



Discover. Stay. Dine. Play.

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.**

Steven Crawford

- 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.**

FlockFest Beach Party. This event was started in 2014 and has been on Fort Lauderdale Beach every year starting at Sebastian Beach

5. Location of Event

Provide description and location map or site plan.

The Beach Party moved to Fort Lauderdale Beach Park in 2021.
See attached for site map

6. List all dates associated with this event

a. Set-Up Date: 7/7/23

b. Event Date: 7/8/23

c. Breakdown Date: 7/8/23

7. Hours of Operation: 11-4pm

8. Projected Attendance: 6000

9. Cost to Attendees: \$110 per person

10. Total Cost of Event: \$150,000



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

11. Amount Requested from the BBID: \$15,000

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

Marketing- \$5,000 (radio, print, digital)
Tents-\$20,000
Entertainment/Dj-\$20,000
Shuttles from Wilton Manors-\$2,300

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.

Each year we solicit sponsors to help cover the cost of production and marketing.
Hunters Nightclub-\$25,000
Midland Medical Center-\$25,000
Visit Lauderdale-\$6,500

14. Please list proposed activities planned.

Attach a narrative, if necessary.

Friday, July 7th a block party at Hunters Nightclub with an outdoor stage featuring an international Dj and entertainment
Saturday, July 8th the signature event, FlockFest Beach Party
Sunday, July 9th, SPLASH Pool Party on rooftop of Courtyard Fort Lauderdale

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 is now in it's 8th years and has a 25% increase each year in attendance. We're looking for support to grow the event to make it more of a tourist destination with 3 unique events.



Discover. Stay. Dine. Play.

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.**

We have visitors from all around the country and most arrive early to take advantage of all of the events offered over the 3-days. We partner with hotels on the beach and in Greater Fort Lauderdale with special rates.

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

We provide a list of all participants to Visit Lauderdale upon completion of the event. Names, emails and zip codes. We also work with our hotel partners for FlockFest guests at their hotels.

- 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.**

Our event truly showcases Fort Lauderdale Beach. The event is directly on the beach and footprint is less than 10 foot from the water. We attract guests from all over the USA and some international folks. We've been developing marketing to include diversity and inclusion.

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

We market to all major markets through social media with direct flights to FLL and looking to expand marketing reach to international attendees.



Discover. Stay. Dine. Play.

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.



Discover. Stay. Dine. Play.

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:

- 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:

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



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION BID SPONSORSHIP TERMS

When does your fiscal year end?

December 2023

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

Bronze Level \$2,500
Silver \$5,000
Gold \$10,000
**Platinum \$20,000
Large logo on sponsor banner used at all events
Logo on Friday night outdoor stage in Wilton Manors
Public thank you by emcee at all events
Logo as platinum sponsor on website with a link
5 social media posts
6 VIP tickets to Friday Event
3 VIP tickets Beach Party
8 VIP tickets to SPLASH Pool party
Opportunity to have activation at Beach Party
Large logo placement in flyers print and digital



Discover. Stay. Dine. Play.

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:

- 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)

Funding History: \$0

Steven Crawford

APPLICANT FULL NAME (PRINT)

Steven Crawford

APPLICANT SIGNATURE

MANAGER:
FlockFest Events, President

COMPANY NAME AND TITLE
3/23/2023

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.



Discover. Stay. Dine. Play.

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

Ingrid Kindbom
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

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:

- Ingrid Kindbom, City of Ft. Lauderdale:
ikindbom@fortlauderdale.gov
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov



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.



Discover. Stay. Dine. Play.

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 :
Nighttime Economy Division
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:
 - ikindbom@fortlauderdale.gov

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



Discover. Stay. Dine. Play.

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 City staff

- Bring electronic copy of any backup to the BBID meeting on a USB flash drive



Discover. Stay. Dine. Play.

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
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.



Discover. Stay. Dine. Play.

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

- **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



Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION PRESENTATION GUIDE

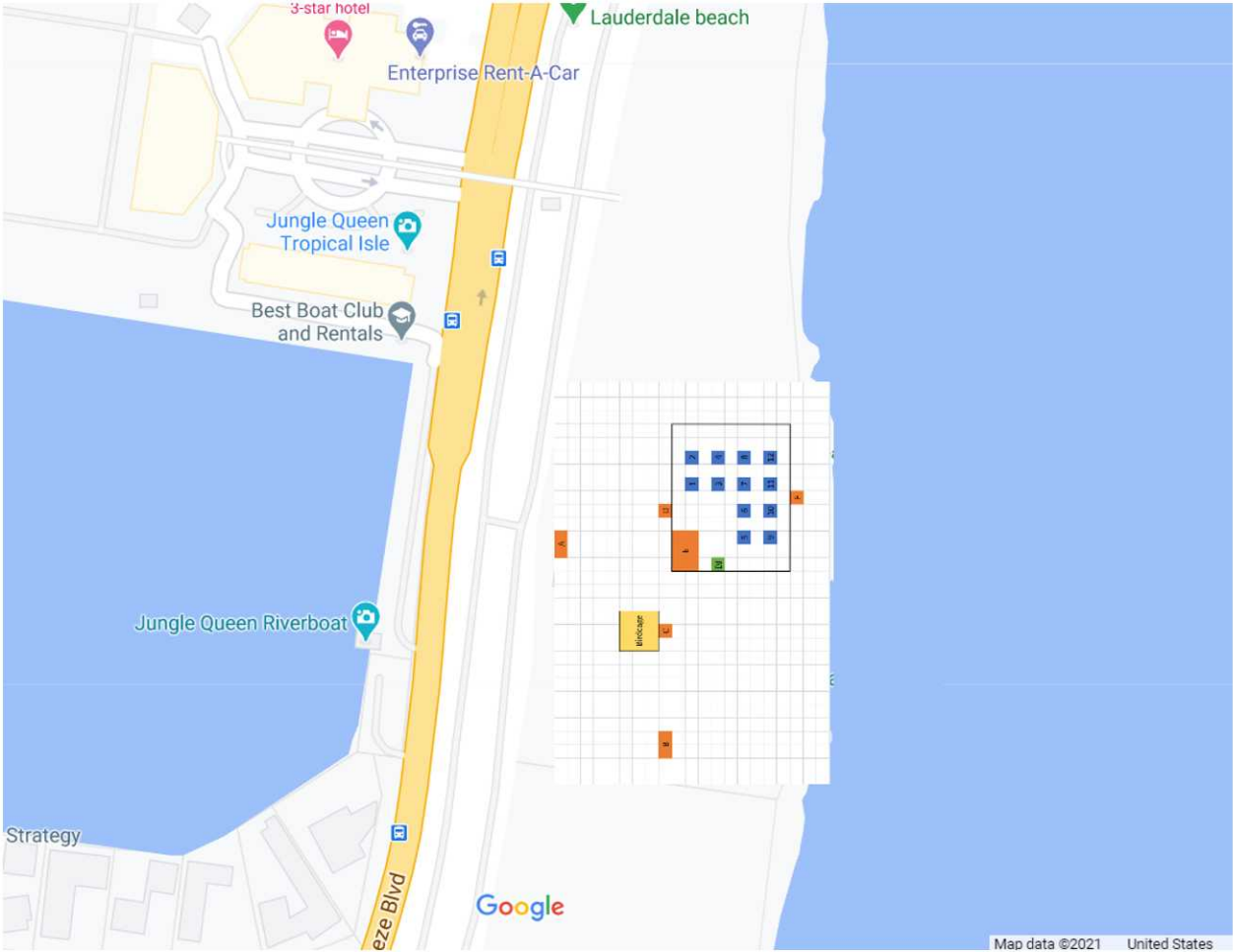
The applicant shall prepare a PowerPoint presentation, maximum of ten (10) minutes in length to be delivered to the BBID Committee during a regularly scheduled monthly meeting where a quorum of the board is present. The BBID Committee will vote on an agenda item related to funding based on information 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.

Event Date/Location

- 1. Date July 8, 2023
- 2. Location 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316 (Fort Lauderdale Beach)

3. Event Ariel Site Map



Appendix – Completing information

Question 6: You mention the cost to attend- \$110. Is that for the beach party day only or for all three days? **The \$110 is for the Beach Party only. They can buy a combo ticket that includes the FlockFest Flamingo SPLASH party at the Easton.**

Question 16: Can you provide a list of the hotels you partner with? **We have a special rate with B Ocean, Courtyard on Beach, AC Hotel, working on Bahia Mar, and a few others. If you have any recommendations, please let me know.**

Question 22. How would you exactly promote Fort Lauderdale beach? Please describe in detail. Would \$15,000 align with the Platinum level?

We market to all major markets with a direct flight to Fort Lauderdale and our event promo video highlights the beach event. The video is included in all of our eblasts, boosted social media, and local media.