



FlockFest

July 9, 2022

Fort Lauderdale Beach, Florida

Contents:

Organization Overview	5
Event Beneficiaries.....	6
Event Date/Location	7
1. Date.....	7
2. Location.....	7
3. Event Ariel Site Map.....	7
4. Detailed Event Site Map (last updated May 2021).....	8
COVID-19 Plan.....	8
Parking	9
Transportation	9
Turtle Safety.....	9
Beach Cleaning.....	9
Emerald Cleaning Company	9
Contact info.....	9
Description of service:	9
Canopy Provider.....	10
Infinite Event Rental & Services	10
Contact info.....	10
Description of service:	10
Food Truck Provider	10
Food Truck Provider Name	10
Contact info	10
Description of service:	10
Ice Provider	10
Starr Ice	10
Contact info.....	10
Description of service:	10
Barricade Provider	10
Bob's Barricade	10
Contact info	10
Description of service:	10
Insurance Provider	11
We Insure	11

Contact info.....	11
It’s Happening Out Network	11
Digital Media Network	11
Contact info.....	11
Description of service:	11
Food and Alcohol	11
Event Setup Plans.....	12
1. VIP area	12
Barricades	12
Canopies.....	12
2. “Birdcage”	13
Canopy	13
Other items	13
3. Check-in Area	14
Canopies.....	14
Other items	14
4. Pump Station.....	14
Canopy	14
Other items	14
5. Parking Lot	14
Food Vendors.....	14
Trash Dumpster.....	14
Ice Trailer	14
6. Signage.....	15
Breakdown Plans.....	16
1. VIP area	16
2. Food/Drinks Canopy.....	16
3. DJ Canopy.....	16
4. Birdcage	16
5. It’s Happening Out Stage/Canopy.....	16
6. Pump Station.....	16
7. Check-in Station	16
8. Parking Lot	17
9. Beach Cleaning.....	17

10. Final Walk-through.....	17
Volunteers.....	17
1. Setup.....	17
2. Event.....	17
3. Breakdown.....	17
4. Appreciation Brunch	17
Attachments.....	18
1. Broward County Uniform Building Permit Application.....	18
2. Event Insurance – We Insure	18
3. Liquor Liability Insurance	19
4. Event Sponsors.....	19
5. Liquor License Info.....	19

Organization Overview

FlockFest is a strategic non-profit fundraising foundation that partners with other non-profits for transformational change. We plan, manage, and promote non-profit events that achieve fundraising goals and promote their mission and impact on the community. FlockFest also will help other nonprofits to promote their events by “co-hosting” events with the goal to raise more money for the nonprofit.

FlockFest was founded by Steven Crawford in 2014 with just a small group of 60 people and 30 floats and the event has now grown to over 500 floats, 400 VIP’s and several thousand more attendees that join us outside the event area on the beach. “I contacted a bunch of friends for a fun time at the beach, told them to bring swan floats and be prepared for a great time,” said Steven.

In 2020, Ryan Young was added to the FlockFest Board as VP of Programming and Community Relations and spearheaded the addition of our flagship partnership with Bar Rita on their weekly event called, ‘Pride Mondays’. Ryan added, “Shortly after, we added ‘Wednesday Fla-Mingle’ at Tatts and Tacos in Oakland Park. Many Flockers that live further North wanted an option that was closer to home.”

FlockFest also worked on the Santa Sip and Strut event which originally started as a “bar crawl” in 2016 by Rumors bar that started at Rumors and worked its way down “The Drive”. The event was later acquired by FlockFest when Rumors closed in 2018. FlockFest partners with The Pride Center to collect toys for the annual Judy Shepherd toy drive. In 2020 the Santa Sip n Strut almost didn’t happen. Ryan explained “We decided to do what I called a ‘shelter in place’ version of the strut. Patrons could go to their favorite bar or restaurant and safely get a table after donating a toy at an outdoor location. We also had people just come by to donate toys! Jennifer McClain was kind enough to donate two and encourage her fans to come by.” FlockFest helped the Judy Shepherd collect \$3,500 worth of toys and another \$500 for the Undercover Santa toy drive.

FlockFest has also participated in local Pride events with their members gathering for a balloon blow up pre-party each year that is “as much fun as Pride!” Steven added, “We’ve also had a signature look in several local Pride parades with ‘Flockers’ walking in balloon backpacks and ‘FlockWear’ cheering on the crowd, dancing and engaging with spectators”. Ryan added, “The FlockTroop changes the color scheme each time and was so popular at Stonewall and Pride Fort Lauderdale’s inaugural march in 2018 that we won awards.”

As it grew each year, Steven thought this could be a great way to raise money for charitable organizations and in 2017 we started to raise money for charities. Today, that is still our main purpose and we have grown with additional events around the year. The most amazing thing about this annual sensation is that the nonprofit beach event has seen noticeable growth over the years.

We have also added smaller events leading up to the main beach party. So far they have been VIP ticket holders and sponsor appreciation events. We have had such an interest in them though that we might look at adding some that will be open to the general public with a ticket purchase that supports our FlockFest charities.

“We have had the best time at our events and the fact that we can raise money for charity while doing it is the icing on the cake!” Steven said. In 2018 and 2019 FlockFest raised \$16,000 respectively. In 2020 “we had to cancel the event, in fact it was my first vote on the Board, and it was devastating” Ryan said. He added, “but we were able to raise \$19,600 in 2020 with the restaurant parties. The generosity of Bar Rita raised \$10k and \$2k with Tatts and Tacos!” Steven went on, and with the Santa Sip-n-Strut we raised \$3.5k in toys and cash and another \$4k in

giveaways, prizes, and private donations with the amazing outpouring of support from our business partners, the community, and private donors.

The informal beach event was founded with the aim to do something fun and different and now we look forward to growing FlockFest and partnering with a wide variety of charitable organizations and businesses that work to create social justice and equality for all. Our events often have no admission fee, and it is a great opportunity for the like-minded people and community members to socialize and network in an informal and family friendly environment.

FlockFest has a goal to help promote and elevate our partners and sponsors and they join us in doing the same for FlockFest. They are not shy about sharing the sentiment that “we are all stronger together, supporting each other and raising each other up” Steven said. Ryan added, “it takes communication and coordination but it’s all doable. We stay organized and focus on having fun and supporting each other...and charity.” Clearly, they are onto something since the group’s popularity has grown in social media follows, likes and overall community support.

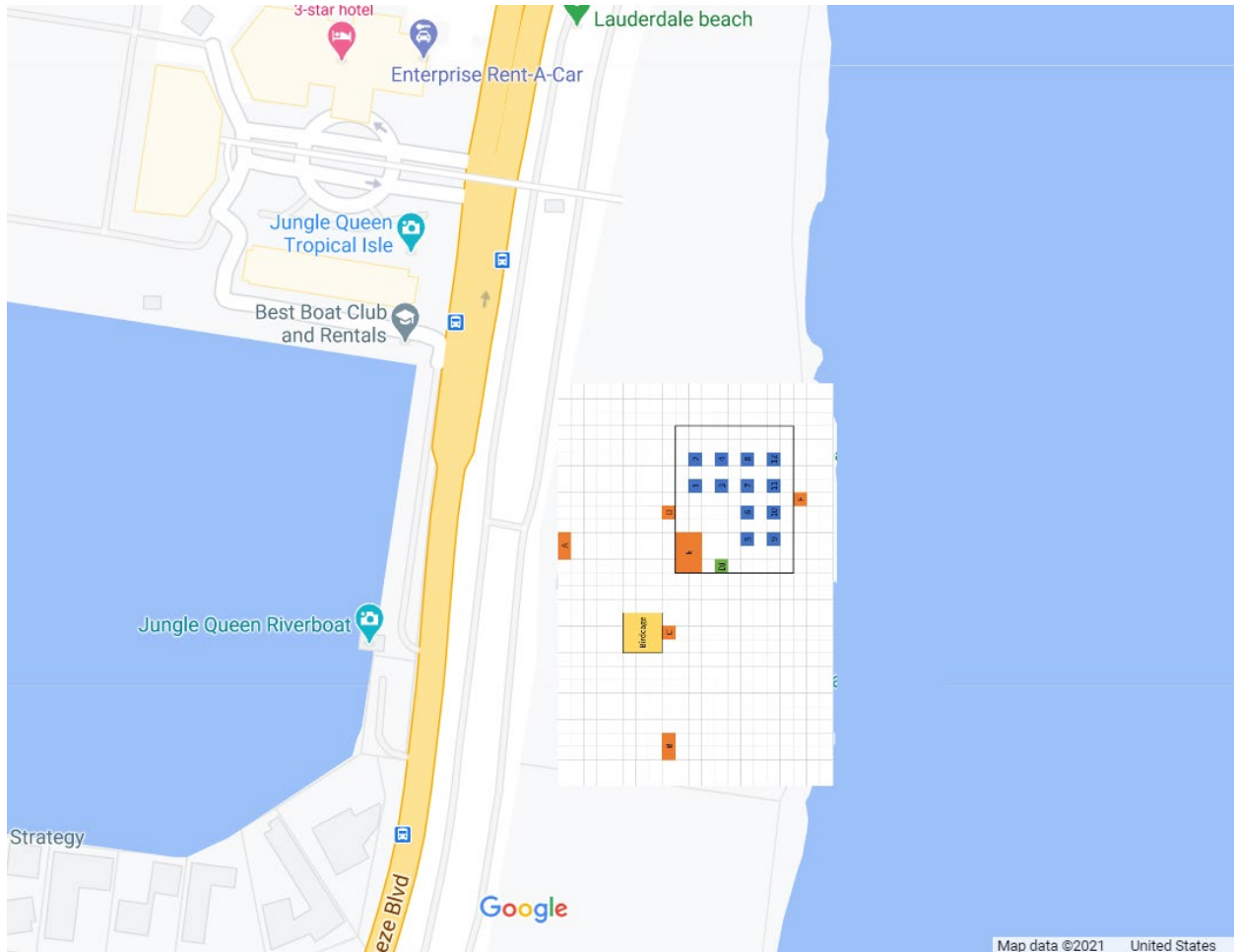
Event Beneficiaries



Event Date/Location

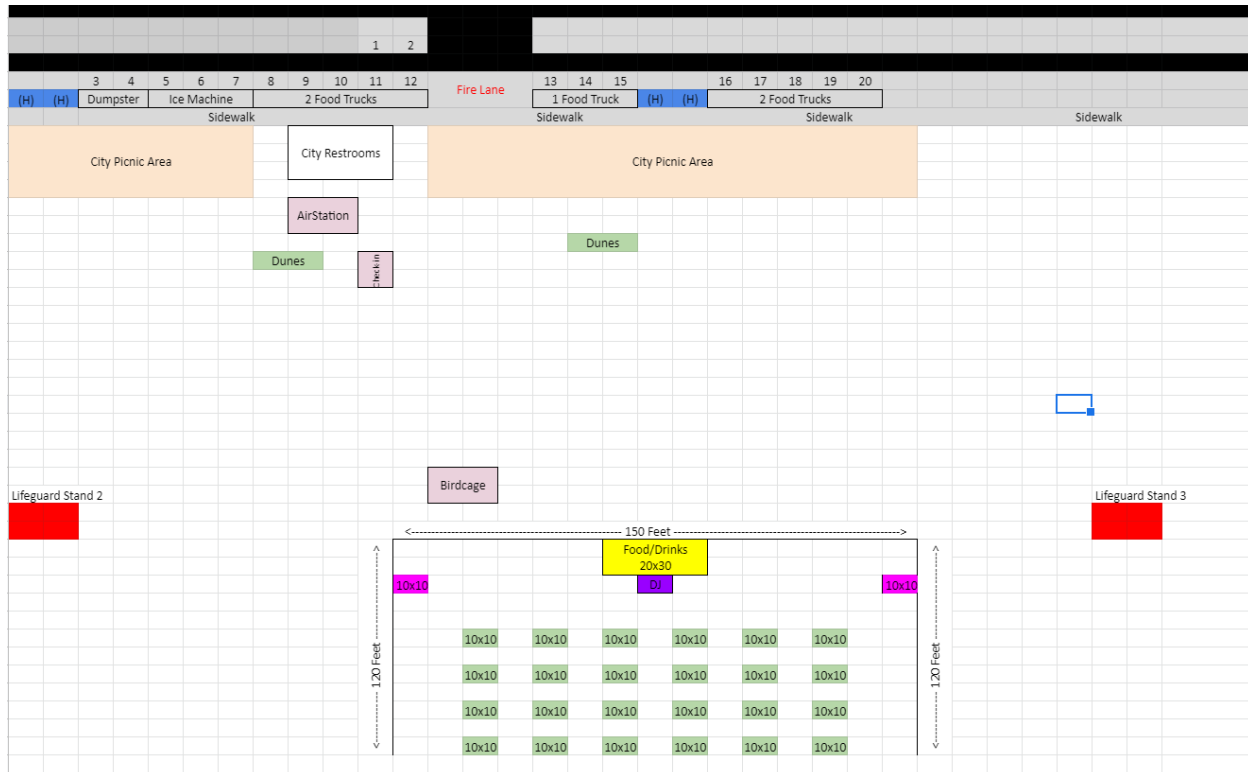
1. Date July 9, 2022
2. Location 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316 (Fort Lauderdale Beach)

3. Event Ariel Site Map



4. Detailed Event Site Map (last updated May 2021)

Event is located on South Beach of Fort Lauderdale – Between Lifeguard station 2 & 3 (Near the public beach bathrooms)



COVID-19 Plan

This plan has been evolving after each team meeting. We are trying to provide the safest beach experience for all attendees.

1. The event is moving to the much large beach site. This location is host to several large beach events. This will allow us to spread out the guests. Allow for proper social distancing.
2. VIP Beach Canopy spacing – This year we are using several beach canopies versus 1 large VIP Canopy. This will help with spacing people out.
3. Request that all guests wear COVID Masks
4. The Event will have signage directing the guests to wear mask and allow for social distancing
5. DJ Announcement – DJ will announce over sound system “Please wear face covering and practice safe social distancing” multiple times throughout event
6. Check-in Canopy, Bar and food Canopy, and Birdcage will have hand sanitizer station

Parking

20 parking spaces for dumpster for event trash, Ice Truck, and 2 event truck parking and 5 food vendors.

Transportation

Encourage attendees to use ride-share such as Uber, Lyft, Sun Trolley, and taxi services. Beach parking and Beach garage parking will be available for those that drive.

Turtle Safety

- AM Turtle sweep is around 6am. Our location is their first stop.
- Andrew Cox is a FlockFest Board Member. He previously worked for South Florida Wildlife and assisted with Past turtle beach sweeps. He will be working with NOVA and STOP (Sea Turtle Oversight Patrol) to sweep the beach prior to set-up.
- All turtle nests will be roped off for protection.
- Social media blast will be sent to all attendees prior to event – to be aware of possible turtle nests.
- EPA Permit - Need additional information/contact info to complete.

Beach Cleaning

Emerald Cleaning Company

Contact info

Carol 954-261-7209

Description of service:

- Dumpster for Event trash
 - Located in the Parking lot (see Detailed Event Site map)
- Trash/Recycle bins during event
- Stock and maintain the public restrooms on site. (per recommendation from City)
- Beach crew to walk beach and clean-up for after event

Canopy Provider

Infinite Event Rental & Services

Contact info

Vade (305) 890-8781

Description of service:

- Setup/Breakdown of rental Canopies
 - 1 20x30
 - 1 10x20
 - 24 10x10
- Canopy Permit application (see Attachment 1)
- Canopy Permit (see Attachment ?)

Food Truck Provider

Food Truck Provider Name

Contact info

Description of service:

Ice Provider

Starr Ice

Contact info

Shirley 954-587-8277

Description of service:

- Drop off Ice Cooler in reserved parking spot
- Pick-up Ice cooler at end of event after 4pm

Barricade Provider

Bob's Barricade

Contact info

Shirley 954-587-8277

Description of service:

- Setup/Breakdown of rental barricades
- 500 feet of metal barricades

Insurance Provider

We Insure

Contact info

Alejandro 954-903-7519

It's Happening Out Network

Digital Media Network

Contact info

Darren Loli (954) 800-3484

Description of service:

- Live broadcast of beach event
- Provide their own stage/equipment

Food and Alcohol

- Provided by local bar sponsors
 - Liquor License (See Attachment)
 - Liquor Liability Insurance (See Attachment)

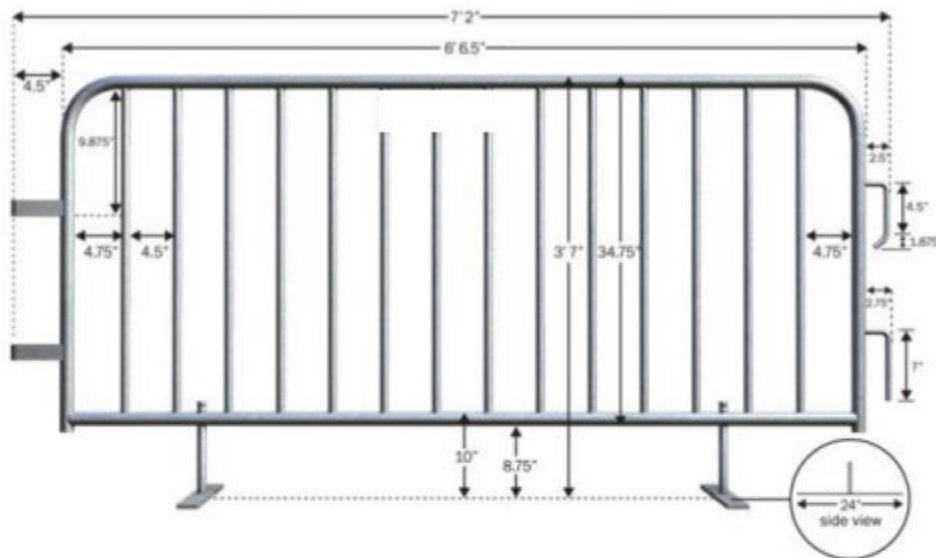
Event Setup Plans

1. VIP area

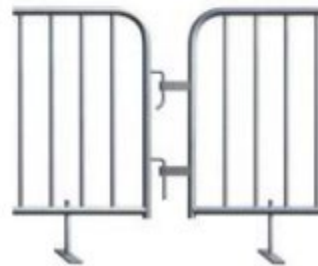
This area is reserved for VIP event attendees. This area will be barricaded and only event vip can access this area. Guest will be required to wear event bracelets to identify them as VIP guests. This area is 120 feet x 150 feet.

Barricades

VIP area will be secure with 490 feet of barricades



Interlocking hook & sleeve system for security and safety



Canopies

Below is the list of canopies in the VIP area. (barricaded area)

VIP Reserved Canopy

- 24 – 10x10 canopies setup close to water. 4 Rows of 8 canopies – each canopy space 10 feet apart. (Canopies provided by Infinite Rentals & Services)

Food /Drink Canopy

- 1 – 20x30 Canopy setup back of VIP area. This will be for Food/Drinks. (Canopies provided by Infinite Rentals & Services)
- 4 – Folding Table
- 4 – FlockFest Event Tablecloth

DJ Canopy

- 1 – 10x10 canopy setup between Food/Drink canopy and VIP canopies. This is for the DJ. This tent is owned by FlockFest. (Remember to us sand weights)
- 1 – Folding Table
- 1 – FlockFest Event Tablecloth

Entrance/Exit canopy 1

- 1 – 10x10 FlockFest Beach Party canopy setup northside of VIP (towards Lifeguard station 3). This tent is owned by FlockFest Events. (Remember to us sand weights)

Entrance/Exit canopy 2

- 1 – 10x10 FlockFest Beach Party canopy setup southside of VIP (towards Lifeguard station 2). This tent is owned by FlockFest Events. (Remember to us sand weights)

It's Happening OUT – Media Canopy

- 1 – 10x10 FlockFest Beach Party canopy setup southside of VIP (towards Lifeguard station 2). This tent is owned by FlockFest Events. (Remember to us sand weights)

2. “Birdcage”

The “Birdcage” is a space where we store the VIP flamingo floats. This is constructed using PVC pipes and bird netting. There is an opening man by a volunteer to distribute the VIP floats.

Canopy

- 1 – 10x10 canopy setup to provide shade for the volunteer. This is the FlockFest Flamingo canopy (Remember to us sand weights)

Other items

- 1 – Folding chair

3. Check-in Area

This area is where guests will check-in for event.

Canopies

- (2) 10x10 canopy will be used to provide shade for volunteers to work check-in details. These 2 canopies are owned by FlockFest. (Remember to us sand weights)

Other items

- 1 – Small pub high-top Table
- 1 – 2 folding chairs

4. Pump Station

This area is an air pump station. Guests are able to make donations to charity (not required) and use air pump to inflate their floats.

Canopy

- 10x20 canopy will be used to provide shade while guests inflate floats. (This canopy is provided by Infinite Rentals & Services)

Other items

- 1 – Small pub high-top Table
- 1 – 2 folding chairs

5. Parking Lot

This area will used for Food vendors, Ice trailer, and event trash dumpster. 20 front parking spots will be reserved for these items (not Handicap spots) See Detailed Event Site Map for reserved spots.

Food Vendors

- Name
- Name
- Name
- Name
- Name

Trash Dumpster

- Dumpster for all event waste. This is provided/removed by Emerald Cleaning Services

Ice Trailer

- Event Ice trailer provided by vendor for all ice needs.

6. Signage

- COVID Signs
- Event Sponsors

Breakdown Plans

1. VIP area

- The Canopy vendor will breakdown all the canopies starting at 4pm
- 3 FlockFest canopies need to be loaded into moving truck.
- Barricade vendor will remove all barricades from beach starting at 4pm

2. Food/Drinks Canopy

- The Canopy vendor will breakdown all the canopies starting at 4pm
- Return all unused event cups to moving truck
- All Trash to event dumpster located in parking lot

3. DJ Canopy

- 1 FlockFest canopy need to be loaded into moving truck.
- 1 Folding Table/Tablecloth
- All Sound system/cables need to be loaded into moving truck

4. Birdcage

- Deflate all floats and store for reuse
- Detach PVC pipes and zip tie together.
- Load in Moving vehicle
- Return to storage

5. It's Happening Out Stage/Canopy

- Media company will breakdown their area

6. Pump Station

- The Canopy vendor will breakdown all the canopies starting at 4pm
- Return folding table and chairs to moving truck

7. Check-in Station

- 2 FlockFest canopies need to be loaded into moving truck.
- 4 Folding Table/Tablecloth
- All unused check-in supplies boxed up

8. Parking Lot

- Food Trucks will clean-up and leave
- Emerald Cleaning will remove trash dumpster
- Ice Vendor will remove Ice trailer

9. Beach Cleaning

- Emerald Cleaning will have a beach cleaning crew
- Any available volunteer help sweep/clean beach

10. Final Walk-through

- Emerald Cleaning owner will do a final beach sweep
- All FlockFest Board members will assist with final clean-up inspection

Volunteers

1. Setup

TBD

2. Event

TBD

3. Breakdown

TBD

4. Appreciation Brunch

- All volunteers are invited to Appreciation Lunch at Holy Mackerel – July 11, 2021 @ 12noon.

Attachments

1. Broward County Uniform Building Permit Application

2. Event Insurance – We Insure

3. Liquor Liability Insurance

4. Event Sponsors

5. Liquor License Info