



Discover. Stay. Dine. Play.

## 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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**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.**

[Empty text box for question 3]

**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.**

[Empty text box for question 4]

**5. Location of Event**

*Provide description and location map or site plan.*

[Empty text box for question 5]

**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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**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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### **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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#### 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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### 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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**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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**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)*

[Redacted area for BBID funding history]

\_\_\_\_\_  
APPLICANT FULL NAME (PRINT)

\_\_\_\_\_  
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.



**Q5. Location of the Event**

**1) Official Welcoming Reception - Courtyard by Marriott (Sunday, May 1)**

This is an invitation-only event in which city and county leaders officially welcome Admirals and Captains representing the Navy and Coast Guard. This is a high-profile reception, attended by mayors and county commissioners and members of the South Florida diplomatic community.

**2) All Hands-on Deck Welcoming Ceremony and Band Concert - LOOP (Sunday, May 1)**

The All Hands on Deck Welcoming Ceremony is the community's opportunity to welcome all visiting Sailors and Coast Guardsmen at a public ceremony, followed by a public concert by Navy Band Southeast at the LOOP. Following the ceremony, visiting military will be invited to enjoy venues along the Beach and will be provided meal vouchers.

**3) Beach Olympics - Fort Lauderdale Beach and Band Concert - LOOP (Saturday, May 7)**

The Beach Olympics will be the large closing event, held on Fort Lauderdale Beach near the Hub and LOOP, to encourage the most public participation as they root on teams from each of the visiting ships, Sea Cadets, and community organizations in the morning. Later, that evening Navy Band Southeast will return to the LOOP for a free public concert by its pop music ensemble.

**Q 14. Please list proposed activities planned.**

On Sunday, May 1 following arrival of the ships, city and county dignitaries will officially welcome the visiting admirals and captains at the Official Welcoming Reception at the pool deck of the Courtyard by Marriott at 5 p.m. This will include presentation of keys to city, etc. (Venue selected due to proximity to LOOP and quick transition to next event.) Then, the official party will move to LOOP for All Hands on Deck Welcoming Ceremony where the community will officially welcome all the visiting sailors. Following, Navy Band Southeast will present a free concert for the public. On Saturday, May 7, teams from the ships and community will compete in the first Fleet Week Ship vs. Ship Beach Olympics on Fort Lauderdale Beach and the public will be invited to cheer on their favorite teams. Later that afternoon, Navy Band Southeast will return to the LOOP for a free public concert by their popular music group.

**Q 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.**

In addition to compelling video and photography for future promotion, social media mentions and earned media coverage showcasing the beauty and entertainment, shopping and dining options on the Beach during Fleet Week events, participating sailors will travel far and wide during their deployments and military careers, sharing their experiences. Even before the introduction of these new showcase events on Fort Lauderdale Beach, Fleet Week Port Everglades has consistently been considered one of the favorite ports-of-call for visiting Sailors and many officers aboard the visiting ships fondly recall visiting Fort Lauderdale earlier in their careers. Broward Navy Days, Inc. will also provide the BBID with multimedia assets of the All Hands on Deck Welcoming Ceremony, Navy band concerts, Beach Olympics, and sailors enjoying beach businesses following Fleet Week for use in future promotions.

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

In 2019, the last year we held Fleet Week, the event received earned media coverage from Miami Herald, South Florida Sun Sentinel, three local network television affiliates (FOX, NBC, CBS), 610 WIOD and WLRN radio, with an estimated reach of 2.3 million impressions across South Florida. The Navy News Service will also be onsite at Fleet Week events, broadcasting coverage to outlets around the world. During the month leading up to Fleet Week, our website consistently receives up to 100,000 unique visitors and nearly 40,000 unique visitors engage through our ship tours website. Our email newsletter list has more than 20,000 subscribers. As a major sponsor, BBID will be heavily promoted as the host sponsor and Fort Lauderdale Beach as location for our largest public events during Fleet Week.

**BEACH OLYMPICS**  
NO FENCING/TENTS/STRUCTURES

SHIP 1  
CREW

SHIP 2  
CREW

USCG  
CREW

DIGNITARIES/  
BAND



# FLEET WEEK

PORT  EVERGLADES



Presented by  SEACOR Holdings Inc.

## Proposed BBID-Sponsored Event Branding

# OFFICIAL WELCOME RECEPTION



Hosted by



# ALL HANDS ON DECK WELCOME CEREMONY & CONCERT



Hosted by



# SHIP vs. SHIP BEACH OLYMPICS



Hosted by







# FLEET WEEK

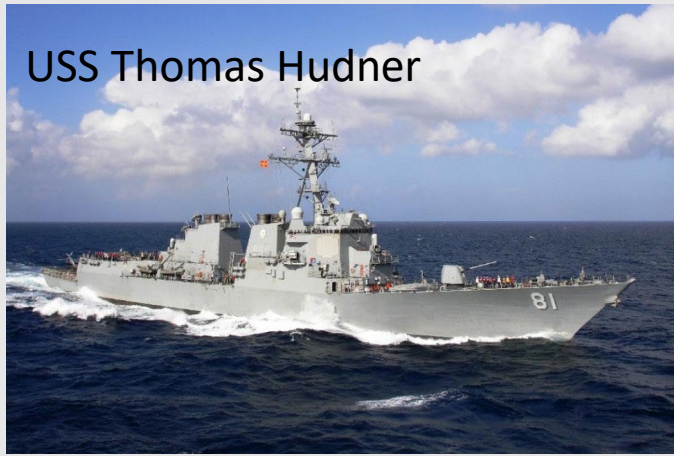
PORT  EVERGLADES 

Presented by  SEACOR Holdings Inc.

May 1 – May 8, 2022  
Greater Fort Lauderdale



USS Thomas Hudner



USS Lassen



Ship Tours



USCG Fast Response Cutter



School Visits



Community Service



Community Outreach





# Proposed New Fleet Week Events on Fort Lauderdale Beach



OFFICIAL WELCOME  
**RECEPTION**



Hosted by **ftibeach**  
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE  
BEACH BUSINESS IMPROVEMENT DISTRICT

Sunday, May 1, 5 p.m.  
Courtyard by Marriott  
Attendance: 100

ALL HANDS ON DECK  
**WELCOME**  
CEREMONY & CONCERT



Hosted by **ftibeach**  
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE  
BEACH BUSINESS IMPROVEMENT DISTRICT

Sunday, May 1, 6 p.m.  
LOOP  
Attendance: 500 Military/1,000 Public  
*Second Concert: Saturday, May 7*

SHIP vs. SHIP BEACH  
**OLYMPICS**



Hosted by **ftibeach**  
PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE  
BEACH BUSINESS IMPROVEMENT DISTRICT

Saturday, May 7, 8 a.m.  
FTL Beach Near Hub/Loop  
Attendance: 100 Military/1,000 Public

# BBID Grant Request: \$15,000 (One-time)

EVENT	AMOUNT	ECONOMIC IMPACT
<p><b>Official Welcome Reception</b>            Sunday, May 1, 5 p.m.            Food &amp; Beverage (Non-alcoholic)            A/V Support</p>	<p><b>\$3,200</b></p>	<p><b>\$3,200</b>            Hotel Contract</p>
<p><b>All Hands on Deck Ceremony &amp; Concert</b>            Sunday, May 2, 6 p.m.            Meal Vouchers (\$10 ea.) for 500 Military</p>	<p><b>\$5,000</b></p>	<p><b>\$5,000</b>            500 Meal Vouchers  <b>\$10,000</b>            500 Sailors x \$20 ea.            Addtl. Spending</p>
<p><b>Ship vs. Ship Beach Olympics</b>            Saturday, May 7            Production Expenses (Boucher Bros.)            City Permits            Refreshments</p>	<p><b>\$6,800</b></p>	<p><b>\$10,000</b>            500 Spectators/Participants            X \$20 ea. Addtl. Spending</p>
<p><b>TOTAL \$15,000</b></p>		<p><b>TOTAL \$28,200</b></p>



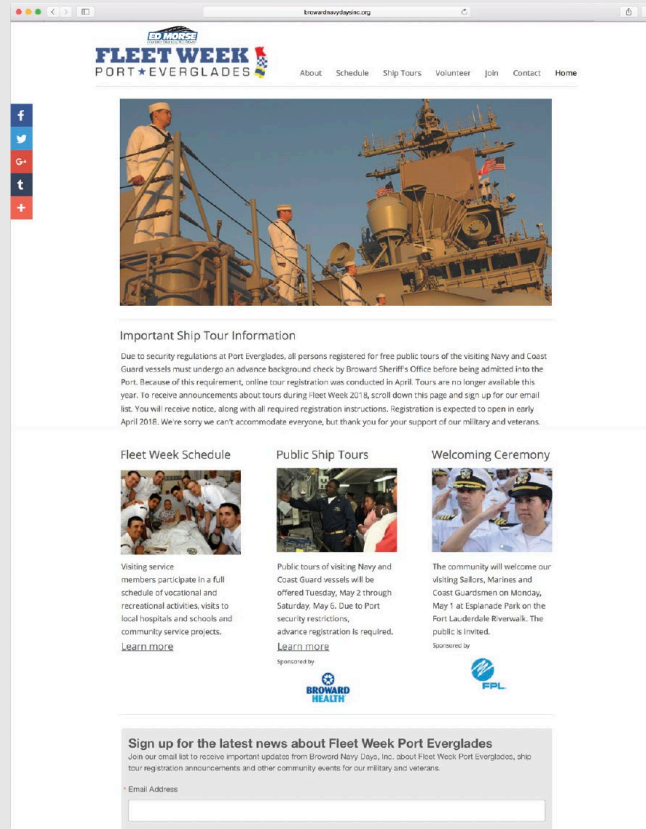
# Marketing and Impact

## Earned Media



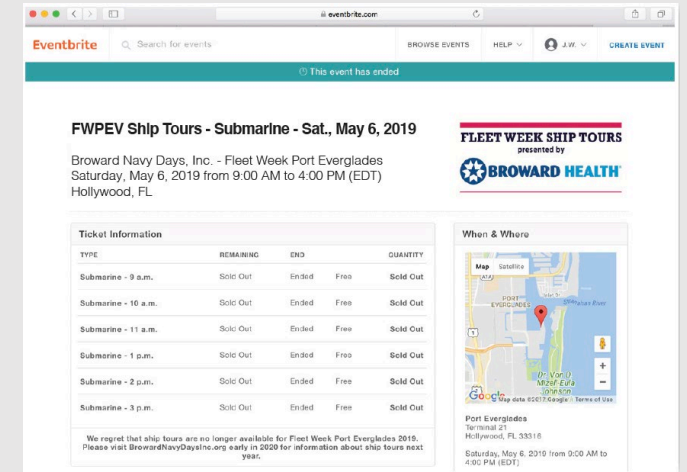
2019:

2.3+ Million Impressions  
\$307,000 Est. Paid Value



Website

~100,000 Unique Visitors  
During Fleet Week Season



Ship Tour Registration  
~40,000 Unique Visitors  
During Fleet Week Season

Email Newsletter  
~20,000 Subscribers  
Year-Round



**Thank you for your consideration and support of our military and veterans!**



# FLEET WEEK

PORT  EVERGLADES



Presented by



Hosted by



*Proposed Event Branding  
With BBID Funding.*

J.W. Arnold, Executive Director, Broward Navy Days, Inc.  
jw@prdconline.com / 202-528-1275 cell / BrowardNavyDaysInc.org