

# VISIT LAUDERDALE FOOD & WINE FESTIVAL





## Release Your Inner Foodie

The Visit Lauderdale Food & Wine Festival is the premier culinary event in Broward County. Featuring monthly curated experiences and culminating with a week-long celebration, the festival places the spotlight on Broward County as one of the top foodie destinations in the country. VLFWF will connect locals and tourists with emerging and national brands as well as top culinary talent from Greater Fort Lauderdale and around the world.

### Experiences:

#### Signature Events

- “Bar Fight” (Est. Attendance 150)
- Smithfield Poolside BBQ Battle (Est. Attendance 500)
- Grand Tasting (Est. Attendance 4,500)
- Picnic in the Park benefiting Joe DiMaggio Children’s Hospital (Est. Attendance 6,000)

#### Education

- Culinary Demonstrations (7)
- Wine/Beer/Spirits Seminars (2)
- Family-friendly Culinary Classes (10)

#### Dining Series (8)

- Intimate Dining Experiences
- Mixology Events

#### Art & Culture

- Art and Food Experiences
- Interactive Art Installations
- Music

### Charitable Initiative:

The Visit Lauderdale Food & Wine Festival will again benefit Joe DiMaggio Children’s Hospital, helping with their mission to improve the overall health of the community.





**9,500+** REGISTERED GUESTS



**1,400+** # OF VIP GUESTS

**64%** PERCENTAGE OF ATTENDEES WITH A HOUSEHOLD INCOME OVER \$100,000

PERCENTAGE OF ATTENDEES FROM BROWARD COUNTY  
**45%**

PERCENTAGE OF ATTENDEES FROM OTHER PARTS OF FLORIDA, THE UNITED STATES, CANADA, THE CARIBBEAN AND LATIN AMERICA  
**55%**

### 150+ PARTICIPANTS

 LOCAL AND INTERNATIONALLY KNOWN CHEFS

 LOCAL RESTAURANTS AND CATERERS

 WINERIES, CRAFT BREWERIES AND DISTILLERIES

### INTEREST & AFFINITY CATEGORIES

 TRAVEL BUFFS

 BUSINESS PROFESSIONALS

 NEWS & POLITICS/ AVID READERS

 BUSINESS PROFESSIONALS

 BANKING & FINANCE

 SPORTS & FITNESS

 BEAUTY & WELLNESS

 FOODIES

 LIFESTYLE & HOBBIES/ ART & THEATER



# BY THE NUMBERS



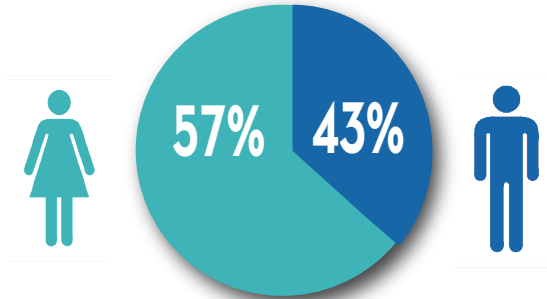
## TOTAL REACH

180M+ MEDIA & PR IMPRESSIONS

\$4.5M+ MEDIA & PR VALUE

35K+ SUBSCRIBERS

### GENDER SPLIT



### AGE

< 24	10%	45-54	20%
25-34	21%	55-64	15%
35-44	24%	65+	10%

#### OOH



- Digital Billboards
- Fliers/Rack Cards/Social Cards
- Banner Placements
- Florida Panthers In Game Static Images

**12,972,000**  
TOTAL IMPRESSIONS

#### DIGITAL



- VLFoodWine.com
- Web Banner Placements & Re-targeting
- Email Blasts

**15,341,000**  
TOTAL IMPRESSIONS

#### RADIO



- Cox Media Group/WLRN/Audacy
- On-air & Online Campaigns
- Regional Radio & Social Spots

**9,109,000**  
TOTAL IMPRESSIONS

#### PR



- Television: 30+ Packages, Mentions & Live Coverage
- Broadcast Total Viewership of 5,000,000
- Print & Digital: 120+ Articles
- Filmed Interviews

**125,749,000**  
TOTAL IMPRESSIONS

#### SOCIAL



- Partnered with Local Bloggers & Influencers
- Updates on Facebook & Instagram
- Paid Ads/ Retargeting

**16,821,000**  
TOTAL IMPRESSIONS

45%

BROWARD COUNTY

30%

FLORIDA-OUTSIDE BROWARD

18%

OUTSIDE FLORIDA

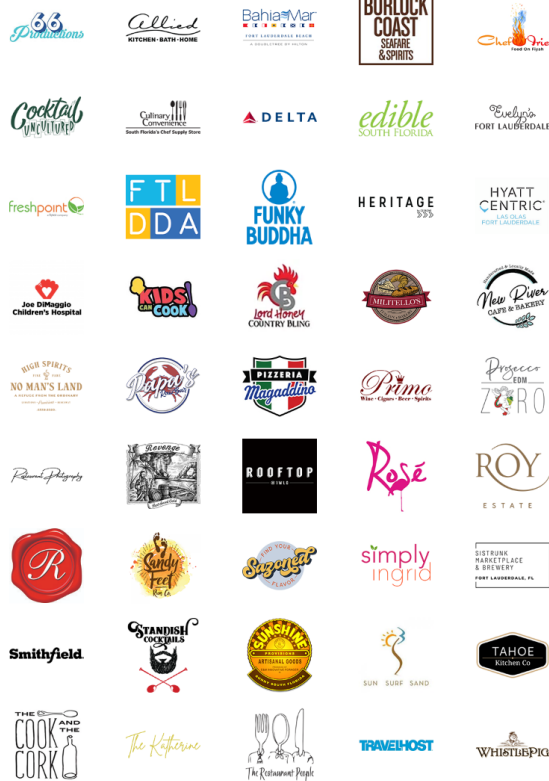
32 STATES

3 COUNTRIES



# 2023 PARTICIPANTS

## PARTNERS



4 Seasons/Evelyn's  
 420 Brew Street  
 A Flair For Fudge  
 American Social  
 Bahia Mar  
 Bahia Mar Double tree by Hilton  
 Battle Rig BBQ  
 Beachside Blends  
 Boatyard  
 Bravo  
 Buoy One Seafood Restaurant  
 Casablanca Cafe  
 Channe Rose  
 Chef Rose Jamaican Cuisine  
 Chinola Passion Fruit Liqueur  
 Cork & Barrel Wine Bar and Tapas  
 CptnRon302  
 Drastix  
 Drinking Pig BBQ  
 Estiatorio Ornos  
 Even Keel Fish Shack  
 Fat Boyz BBQ  
 Fishy Price  
 Funky Buddha Brewery  
 Georgia Pig  
 Golden Swimwear  
 Handsome Devil LLC

Heritage  
 Holly Blue  
 Hyatt Centric  
 Incredible Kettle Corn Inc.  
 Jessie Bear  
 Jeweligami  
 Joe DiMaggio Children's Hospital  
 Juniper On The Water  
 Kousine peruvian kitchen  
 Krzpy Bites  
 La Trailia BBQ  
 Lickie Stickie BBQ  
 Lona Cocina y Tequileria  
 Luna de Mar  
 Mazza Kitchen  
 Militello's Bakery  
 Mistah Lee's Smokin Good BBQ  
 Mystic Lobster Roll Co.  
 Nikki's Foods LLC  
 Notorious Wines  
 Oshun Marcella  
 Petey's Jewels  
 Pink love donuts and more  
 Prosecco Zero  
 PRP Wine International  
 Quarterdeck  
 Revenge Rum

Seavin Inc  
 SFL Food Group  
 Smithfield Foods, Inc.  
 Soflo Corktails  
 Southern Barbecue Boys  
 Sun Surf Sand  
 Sunshine Provisions  
 Tahī Moai  
 Tahoe Kitchen Co  
 Temple Street Eatery  
 The Blues Burgers Hallandale  
 THE CHIMNEY HOUSE  
 The Cook & the Cork  
 The Dalmar hotel  
 The Wilder  
 Tiger Seed  
 TravelHost FTL  
 Union Kitchen & Bar  
 Vale Food Co  
 Vranken Pommery  
 Pink Flamingo  
 Whiskey Neat  
 Whistle Pig  
 Yolo

# NEW FOR 2023



## TALENT



Chef Ingrid Hoffman



Chef Irie



Alexander Star+ the Golden People

## NATIONAL MARKETING



Times Square, NY



Chef Jason Smith



Chef Nancy Fuller



Higher Ground



Las Vegas, NV

# HOST OF THE VISIT LAUDERDALE FOOD & WINE FESTIVAL GRAND TASTING AND PICNIC IN THE PARK

The Greater Fort Lauderdale Food & Wine Festival is an elevated experience offering a partner the unique opportunity to connect with its target audience in a unique and relaxed environment. Partnership includes multiple branding opportunities such as recognition as the host of the Grand Tasting and Picnic in the Park, experiential activation space, logo on chef's aprons and tasting glasses, branded signage, and more. For the attendee, the festival offers distinct culinary experiences for both adults and children alike with activations for everyone under the sun.



- Recognition as the host of the Visit Lauderdale Food & Wine Festival Grand Tasting and Picnic in the Park
- 30 GA tickets for the Grand Tasting (may be used for contests)
- 16 VIP tickets for the Grand Tasting (may be used for contests)
- 1- 10 x 20 exhibit space at the Grand Tasting and Picnic in the Park
- Partner logo on all tasting glasses for the Grand Tasting
- Partner logo placement on the entrance banner to the Grand Tasting and Picnic in the Park
- Partner logo placement on Kitchen Demo Stage banners at the Grand Tasting and Family Day
- Partner logo on all email newsletters
- 4 event-related posts on Festival Social Media properties promoting FTL Beach
- Opportunity for a co-branded ticket giveaway with festival and FTL Beach
- Partner logo placement on the partner page of VLFoodWine.com and website footer, clickable to partner's website
- 10 Banner placements at the Grand Tasting and Picnic in the Park (banners provided by partner)



Discover. Stay. Dine. Play.

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

**GRANT APPLICATION**

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

[Grey input box for legal name]

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

**A. Registered Business Name**

[Grey input box for registered business name]

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

*If yes, please list the name below.*

[Grey input box for alternative business name]

**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.**

[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:**



Discover. Stay. Dine. Play.

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

**GRANT APPLICATION**

**11. Amount Requested from the BBID:**

[Grey input box]

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

[Grey input box]

**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.**

[Grey input box]

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

*Attach a narrative, if necessary.*

[Grey input box]

**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.**

[Grey input box]



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.**

- 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.**



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:

- 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



Discover. Stay. Dine. Play.

**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.**



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)*

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.



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

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





Discover. Stay. Dine. Play.

## 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



Discover. Stay. Dine. Play.

## **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
- 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](mailto:acctspayable@fortlauderdale.gov)
- E-Mail "CC" Field:
  - Ingrid Kindbom, [ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)
  - Sarah Spurlock, [sspurlock@fortlauderdale.gov](mailto:sspurlock@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 BBID Manager and 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  
 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.



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
  - 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



Discover. Stay. Dine. Play.

## **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.