



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024 (October 1, 2023 – September 30, 2024)

GENERAL INFORMATION

1. Name of Event: Fort Lauderdale Air Show
2. Registered Business Name: Lauderdale Air Show, LLC
3. Fictitious name, if applicable:
4. Company Address: PO Box 360857
Melbourne, FL 32936
5. Amount requested from BBID: \$ 100,000
6. Indicate what the amount will be used for:
City support costs outside of the event site (i.e. Police, Fire, Life Guards)
7. Indicate business structure of the company:
- | | |
|---|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> C-Corporation | <input type="checkbox"/> S-Corporation |
| <input checked="" type="checkbox"/> Limited Liability Corporation LLC | <input type="checkbox"/> Other, please specify: |
8. Provide your contact information:
- Name: Bryan Lilley
- Office phone: 717-583-0800
- Cell phone: 321-368-3808
- E-mail: bryan@blilley.com

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SECTION 1: EVENT TYPE

9. Describe the event. Explain how the event is designed to attract visitors and if there is a specific audience or target group. Include how the event aligns with local and regional tourism strategies to brand Fort Lauderdale Beach as a world-class destination.

The Fort Lauderdale Air Show is an aerial exhibition of military and civilian aircraft and parachute teams featuring the United States Air Force's Thunderbirds from Noon to 3pm on Saturday and Sunday of the event weekend. Event site is 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.

Due to the unique nature of the event it draws hundreds of thousands of specators that view the event a no charge outside the event site. The grant request is specifically to help cover the costs for threse areas that provide substaintial econoic benefit to the business community.

10. Indicate the location of the event. Provide address and attach location map or site plan.

Along A1A and beaches from A1A to NE 18th St. Map attached.



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SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

May 8 – 10, 2024

b. Event date(s)
and hours:

May 11–12, 2024, 9am – 4pm

c. Breakdown
date(s):

May 13, 2024

12. Is this the first year for the event on Fort Lauderdale Beach?

☐

Yes

☒

No

13. If the event has been held before, list the dates for prior events:

The Fort Lauderdale Air Show has been held annually since 2016.

14. Define what measurable outcomes you will use to evaluate the success of the event.

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.

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15. Explain in detail the positive economic impact the proposed event/project will have for the BBID and 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 had 18,402 visits and provided 4,527 direct referrals collectively to our 10 participating host hotels, generating significant hotel room nights.

SECTION 3: ADVERTISING, MARKETING, AND PROMOTION

16. Provide a detailed description of marketing activities that explains how the proposed event will be included in marketing, promotions and advertisements. Include or attach illustrations, content, estimated market reach, and schedule of activities.

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

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

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

Sponsor Levels are:

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

18. Describe how the BBID's sponsorship will be included in the advertising and marketing efforts for the event. Provide proofs where applicable and check mark the box next to the term if you agree.

- ☒ BBID logo will be included in all advertising and marketing efforts for the event in locations and in proportion to other sponsors at similar sponsorship levels including radio, TV, print, on line, on-site banners, and stage announcements etc.
- ☒ BBID review and approval of associated media, marketing, and advertising to ensure accuracy. *(where BBID logo is located)*
- ☒ Opportunity for a 10' x 10' activation area for the event. For recipients receiving more than \$50,000 in annual funding. It is BBID's responsibility to provide décor and staffing for the activation area.

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SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

Applicant Organization:	Lauderdale Air Show, LLC
Name of Event:	Fort Lauderdale Air Show
BBID Funding Request	\$ 100,000
Budget does not have to balance. It can show a profit or a loss	
Revenue	Projected \$ Amount
Ticket Sales	\$ 570,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	\$ 215,000
Concession/Vendor Revenue	\$ 21,000
Other (specify): Merchandise, Exhibits and Chalets	\$ 52,000
Total Revenue	\$ 958,000
Percent of Revenue Covered by BBID	10%
Expenses	Projected \$ Amount
Venue	\$ 21,000
Entertainment/Performers/Presenters	\$ 220,000
Permits & Licenses	\$ 21,000
Staff	\$ 140,000
Security	\$ 17,000
Catering	\$ 100,000
City Services (Public Safety, Parking, City Staffing etc)	\$ 170,000
Advertising/Promotions	\$ 48,000
Photography/Videography	\$ 2,000
Displays, Décor, Supplies & Swag	\$ 47,000
Cleaning & Sanitation	\$ 27,000
Equipment Rental	\$ 26,000
Taxes & Fees	\$ 18,000
Ticketing/Access	\$ 5,000
Signage	\$ 2,000
Office Expenses	\$ 3,000
Other (specify): Insurance, Volunteer Expense, Travel Expense, Hospitality	\$ 52,000
Other (specify): Barricades, Parking and Traffic Operations	\$ 36,000
Total Expenditures	\$ 955,000
Percent of Expenses Covered by BBID	10%
Net Profit/Loss	\$ 3,000



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20. When does your fiscal year end: **End of Calendar Year**

21. Indicate documents you are attaching to this application:

- ☒ Company/organization's prior year's financial statement
- ☐ Profit & Loss from prior year's event (required if this is not the inaugural event)

SECTION 5: EQUITY, DIVERSITY, AND INCLUSION

22. Describe how this event includes elements of diversity, equity, and inclusion (DEI).

All marketing and operations of the Fort Lauderdale Air Show follow the guidelines of an all-inclusive event. All individuals are welcome and encouraged to show their patriotism and support for the military representatives at the Show as well as displaying their admiration for the aviation talents of the performers.

SECTION 6: OTHER IMPORTANT CONSIDERATIONS

23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

The history of the Air Show in Fort Lauderdale has 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 it's nature. The military involvement of an air show creates a patriotic, inspiring, and positive appeal that attract a higher quality demographic, the core of which is families.



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BBID Sponsorship Terms

Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- ☒ I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide logo and manage usage.
- ☒ I will conduct a PowerPoint presentation detailing the event to the BBID Advisory Committee at the request of the Committee.
- ☒ I am a registered vendor with the City of Fort Lauderdale, or I will complete a new vendor registration form if funding is approved.
- ☒ The City has a completed W-9 form, or I will complete the W-9 if funding is approved.
- ☒ If the BBID Advisory Committee recommends approval of funding I will attend the scheduled City Commission meeting where this item will be reviewed to answer questions the Commission may have.
- ☒ If the BBID Advisory Committee recommends approval of funding, I will submit an executed Grant Participation Agreement via email and two originals to the City of Fort Lauderdale. (See Instructions for Grant Application, page 2 for address)
- ☒ I understand that all funding is reimbursements, and as such if approved, I will provide a final invoice within 90 days of the event along with supporting documents for expenses detailed in question 6.
- ☒ If the City Commission approves BBID funding and after an event is completed, I will provide a post-event financial recap and financial reports to the BBID Advisory Committee upon request from the Committee. The financial statements and a detailed profit & loss statement shall be prepared in accordance with generally accepted accounting principles.



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Prior to signing the 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
- ☒ Company/organization's prior year's financial statement is attached (if available)
- ☐ Prior year's P&L for event is attached (if available)
- ☒ I am the authorized representative to sign BBID application and City Agreement
- or

☐ I am not authorized to sign BBID application or City Agreement

BBID Funding History (for BBID staff use only)

FY2013:\$75,000
FY2016:\$100,000
FY2017:\$100,000
FY2018:\$100,000
FY2019:\$100,000
FY2020:\$75,000
FY2021:\$100,000
FY2022:\$100,000
FY2023:\$75,000
Total: \$825,000

Note: Only the authorized representative of the company applying for the grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the 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.

Provide name and title of the individual authorized to execute a Grant Participation Agreement with the City. If person signing the agreement of behalf of the company is not listed as authorized signer, a Corporate Resolution will needed to execute the agreement.

Bryan Lilley manager

Applicant Full Name (print) and Title

Bryan Lilley

Applicant Signature

Lauderdale Dr Show LLC

Company Name

1/30/2023

Date Signed

Contact information for inquiries:

City of Fort Lauderdale
Ingrid Kindbom, BBID Program Manager
Phone: 954.828.6178
Email: ikindbom@fortlauderdale.gov