

Beach Business Improvement District's (BBID) Reimbursable Grants Funding Program for Events

FY 2024 Reimbursable Grants Program Guidelines

The Beach Business Improvement District's (BBID) Events Grants Program is designed to support events and activations on Fort Lauderdale Beach in the general boundaries along State Road A1A between Sunrise Boulevard to the north and Harbor Drive to the south.

The event themes shall align with and reinforce the Fort Lauderdale Beach area's image as a dynamic and diverse premier destination where people come to discover, stay, dine, and play. The events shall be capable of attracting visitors on local, regional, national and/or international levels, economically benefit the local business and hospitality community, and provide a positive visitor experience. The events must address well-defined criteria (e.g., number of participants or spectators, rooms booked, economic impact, and media coverage etc.).

The intent of the Reimbursable Grants Program is to support event organizers by offsetting parts of the event costs through reimbursements.

Selection Criteria

Guidelines for event and activation projects seeking funding:

- An event may consist of one or more specific events or activities, or it may be part of, or all of an applicant's season of activities.
- Events may be new and untested or ongoing with proven track records. BBID is interested in finding new ways to bring more visitors to the beach and to continue to support events that showcase the beach as a dynamic and premier destination.
- Projects do not need to be large. BBID welcomes small-scale events and a variety of activations that attract and engage visitors from different backgrounds and a broad range of interests.
- Events may cover a large range of disciplines, such as entertainment, education, sport, fitness, fashion, food, art, culture, leisure, pets, etc. The proposed activation should enhance the beach experience and showcase that the beach is a dynamic and premier destination for everybody under the sun.
- The applicant must apply for the grant every year if it is an ongoing or multiyear event.

Support will be considered for events that:

- Contribute to strengthening the Fort Lauderdale Beach as a premier resort destination.
- Create a unique sense of place for visitors to enjoy.
- Improve the overall image of the beach.

Support will be considered for applications that:

- Can provide an estimation of economic impact to the beach businesses, including overnight stays if applicable.
- Can provide an estimate of number of visitors to the beach.
- Incorporate advertising and marketing strategies that illustrate how and from what markets (local/regional/national/international) they drive visitors.
- Align with key tourism strategies (Visit Lauderdale) and broader government priorities.
- Demonstrate financial sustainability and organizational management capacity.
- Appropriately showcase and celebrate diversity, equity, and inclusion.

Eligibility Requirements and Evaluation Factors

The Beach Business Improvement District Committee will evaluate and score all qualified and eligible applications based on how well the event aligns with the selection criteria.

Section 1: Event Type

- The event is creative and will attract identified audience(s) or target group(s).
- The event aligns with local and regional tourism strategies and enhances the image of Fort Lauderdale Beach.
- The event emphasizes that Fort Lauderdale beach is a premier destination where everybody is welcome to discover, stay, dine, and play.

Section 2: Economic Impact and Organizational Capabilities

- Anticipated number of visitors to the beach area.
- Whether event will be hosted on Fort Lauderdale beach for more than one year.
- Number of days per year the event will be hosted, including a description of number of consecutive days.
- Description of how the event will increase overnight visitations, including an estimate of total rooms nights at local beach hotels generated by this event and the average length of stay (off peak, mid-week, or weekend).
- Description of how the event will positively impact the local businesses in the Fort Lauderdale Beach area.
- Date(s) of event. If outside of peak season or holiday periods, include a description of how the event strengthens the destination by promoting visitation in low or shoulder seasons that are periods of off-peak demand.
- Anticipated number of tickets sold (if applicable)

Section 3: Advertising, Marketing, and Promotion

- Marketing and Promotional Plan describing the media exposure, reach, messaging, and promotion of Fort Lauderdale Beach as a destination. Include value of marketing/PR efforts.

Section 4: Budget and Financials

- Event budget showing revenues, expenditures, and funding request. (Template provided and included in the application)
- Company/organization's financial statement from previous fiscal year and recap/accounting illustrating last year's event (if applicable)

Section 5: Diversity, Equity, and Inclusion

- The event includes elements of diversity, equity, and inclusion which is illustrated in the advertising, marketing, and promotion initiatives.
- BBID encourages the participation of Minority Business Enterprises (MBE), Women Business Enterprises (WBE), and Small Business Enterprises (SBE)

Application period

We are accepting applications for events and activations taking place during the fiscal year 2024. The application period is open between November 1, 2022-January 31, 2023, for events taking place between October 1, 2023, and September 30, 2024.

Application Timeline

Grant Funding Period	October 1, 2023 - September 30, 2024
Applications Available	November 1, 2022
Consultation Period with Staff	November 1, 2022 – January 31, 2023
Submission Deadline	January 31, 2023, 11:59 PM
Application Comments / Corrections	February 21, 2023
Revised / Final Application Due	February 28, 2023
BBID Advisory Committee Evaluation Meeting	March 13, 2023, 3:30 PM
Selected Applicants to Present to BBID Advisory Committee	April 10, 2023, 3:30 PM
Request for Approval from City Commission	May-June 2023
Award Notifications Issued	May-June-July 2023
Availability of Grant Funds	No earlier than October 1, 2023