

## 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: Florida Panthers Stanley Cup Championship Celebration

2. Registered Business Name: Florida Panthers Hockey Club, Ltd

3. Fictitious name, if applicable:

4. Company Address:

One Panther Parkway, Sunrise FL 33323

5. Amount requested from BBID: \$ 100,000

6. Indicate what the amount will be used for:

The funds will be used to cover portion of the expenses related to the marketing and activation associated with the parade/celebration event.

7. Indicate business structure of the company:

☐

Sole Proprietorship

☐

Partnership

☐

C-Corporation

☐

S-Corporation

☐

Limited Liability Corporation LLC

☐

Other, please specify:

8. Provide your contact information:

Name: Bryce Hollweg

Office phone: 954-835-7720

Cell phone: 954-838-1353

E-mail: HollwegB@floridapanthers.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 Florida Panthers are the 2024 NHL Stanley Cup Champions! We are bringing the historic celebration to Fort Lauderdale beach with a 1.5mile parade starting at Riomar Street and ending at Fort Lauderdale Beach Park, where a beach ceremony honoring the organization and team will take place. This event will bring approx. 100-200K+ fans from all over the country (and some international fans) who will make this trip to cheer on their championship team for the first franchise championship win while being broadcast live on 8-10 networks.

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

Parade route from Riomar Street to SE 5th Street. Ceremony on beach at Fort Lauderdale Beach Park.

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#### SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

June 18-29, 2024

b. Event dates(s)  
and hours:

June 30, 2024

11AM-2PM (fans are expected on beach from 4AM-2AM next day)

c. Breakdown  
date(s):

July 1-2, 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:

NA

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

Expected attendance is projected at 100-200K+

Expected live stream coverage of fans tuning in is at 30K+

Hotels in the area were sold out once the parade was officially announced on June 25

Social engagement expected to be at more than 25 million

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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 Championship Celebration will have a huge impact on the economic activity in the area that will benefit local hotels, restaurants/bars, parking lots, water taxi and other small businesses in the area. After the official announce of parade location on June 25, all A1A hotels were sold out. Bars and restaurants are expected to generate huge amounts of revenue for being along the 1.5 mile parade route with a direct view of the championship team! Fans from all over the country and the immediate area are expected to stay in these local hotels to enhance their experience and to celebrate for the days leading up and after the parade! The final series and celebration is expected to generate an economic impact of \$20-30 million due to hotel occupancy and restaurant spending.

### 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.

This event will not only be attended by the expected 100-200K+ fans, but will have international media exposure through the more than 10 networks that will cover the parade live for real-time broadcast and 100 individual reporters/writers/photographers covering the celebration.

Content leading up to, during and after the parade celebration showcasing the iconic A1A and Fort Lauderdale beaches is expected to reach more than 25 million people on social channels

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

We will offer limited opportunities for sponsorships with current partners that will range from naming rights of the celebration to activation space on the parade route. The request for BBID sponsorship is in exchange for international media exposure that will showcase the Fort Lauderdale beach area to more than 25 million people while drawing a huge lift in economic activity for the area through sold out hotels and increased patrons in restaurants and bars for the celebration weekend.

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.
- ☐ 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:	Florida Panthers Hockey Club, Ltd	
Name of Event:	Florida Panthers Stanley Cup Championship Celebration	
BBID Funding Request		\$ 100,000
Budget does not have to balance. It can show a profit or a loss		
<b>Revenue</b>		<b>Projected \$ Amount</b>
Ticket Sales		
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 300,000
Concession/Vendor Revenue		
Other (specify):		
<b>Total Revenue</b>		\$ 400,000
<b>Percent of Revenue Covered by BBID</b>		<b>25%</b>
<b>Expenses</b>		<b>Projected \$ Amount</b>
Venue		
Entertainment/Performers/Presenters		\$ 975,000
Permits & Licenses		\$ 2,500
Staff		
Security		\$ 75,000
Catering		\$ 60,000
City Services (Public Safety, Parking, City Staffing etc)		\$ 300,000
Advertising/Promotions		\$ 25,000
Photography/Videography		\$ 10,000
Displays, Décor, Supplies & Swag		
Cleaning & Sanitation		\$ 15,000
Equipment Rental		\$ 75,000
Taxes & Fees		
Ticketing/Access		
Signage		
Office Expenses		
Other (specify): Double Decker Parade Buses		\$ 560,000
Other (specify):		
<b>Total Expenditures</b>		\$ 2,097,500
<b>Percent of Expenses Covered by BBID</b>		<b>5%</b>
<b>Net Profit/Loss</b>		<b>-\$ 1,697,500</b>

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20. When does your fiscal year end: June 30, 2024

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).

Our celebration will include members of first responders representing three cities (Sunrise, Fort Lauderdale and Coral Springs) along with Broward County. We will also feature a Broward County Transit bus in the parade showcasing their county bus as part of their low-cost ridership program for all county residents.

### 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.

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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)

*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.

*Bryce Hollweg*

Bryce Hollweg

Applicant Full Name (print) and Title

Florida Panthers Hockey Club, Ltd

Company Name

Applicant Signature

6/29/24

Date Signed

#### Contact information for inquiries:

City of Fort Lauderdale

Ingrid Kindbom, BBID Program Manager

Phone: 954.828.6178

Email: [ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)