

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2025 (October 1, 2024 – September 30, 2025)

#### GENERAL INFORMATION

1. Name of Event: Visit Lauderdale Food & Wine Festival

2. Registered Business Name: Greater Fort Lauderdale Food & Wine Festival, Inc.

3. Fictitious name, if applicable: Visit Lauderdale Food & Wine Festival

4. Company Address:  
2369 N 37th Ave. Hollywood, FL 33021

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

6. Indicate what the amount will be used for:

BID Funding will be used for brand development, promotion of the destination, and production costs directly related, but not limited to, advertising/ marketing, talent acquisition, and production (including fencing, infrastructure, road closure, security, sanitation, cleanup, promotions, printed materials, marketing, logistics, police detail, Fire/ EMS, tents, tables, chairs, talent fees, talent airfare and accommodations, signage, etc.). The increased funding will be used for two more signature events taking place within the BID

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: Kate Reed

Office phone:

Cell phone: (585)750-9468

E-mail: kate@66pros.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 Visit Lauderdale Food & Wine Festival is a week-long series of events designed to promote Broward County's culinary scene on a national and international level. The series includes culinary classes, wine seminars, mixology events, a bartender competition, chef-driven pairing dinners, a BBQ competition, a large scale Grand Tasting, a family-oriented picnic in the park with kid-friendly classes and activities and a Beachside Brunch. We bring in nationally recognized talent to help promote the destination, while focusing on the world-class talent the destination has to offer. We partner directly with Visit Lauderdale to market the event globally, while focusing heavily on national and regional campaigns as well. We leverage a multi-state digital marketing campaign designed to drive visitors to the destination (In 2024 we had ticket buyers from all 50 states and 12 countries).

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

The Visit Lauderdale Food & Wine Festival has over 30 events that happen all over Broward County. Four of the six signature events (the BBQ at the Beach, the Grand Tasting, Picnic in the Park and the Beachside Brunch) take place at Las Olas Oceanside Park, 3000 E. Las



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

11. List all dates associated with the event:

a. Set-up date(s):

Various

b. Event date(s)  
and hours:

January 13-19, 2025

c. Breakdown  
date(s):

Various

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:

January 10-16, 2022, January 9-15, 2023, and January 8-14, 2024.

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

The Visit Lauderdale Food & Wine Festival will provide to the BID a summary of web traffic including user demographics, geographic locations and behavior tracking. A summary of local, regional and national media coverage will be provided. The Festival will also provide a summary of market research data gathered by the Festival's PR team.



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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 goal of the Festival is to promote Fort Lauderdale's culinary scene on a national and international level. Our featured event, The Grand Tasting, will be held on Fort Lauderdale Beach and heavily marketed both nationally and locally, making Fort Lauderdale Beach hotels an attractive option for our attendees. Multi-day packages encourage overnight stays. Our partnership with Delta Airlines as our Official Airline Partner helps promote travel to the destination as well. During the 2024 Festival we brought in attendees from all 50 states and 12 countries.

### 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 Visit Lauderdale Food & Wine Festival implements a multi-faceted marketing campaign to include regional, national and international campaigns. Campaign formats include TV, Radio, print, and digital to encourage foodie destination travel, including a robust digital billboard marketing campaign in 19 major media markets. Past campaigns have generated in excess of 388 million media impressions with a Media and PR value of \$6.9 million dollars. See attached plan.



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

Partnership Levels:

Title: \$250,000 (SOLD)

Festival Presenting: \$150,000

\*BBQ at the Beach, Grand Tasting, Picnic in the Park, and Beachside Brunch Hosting:  
\$100,000 (BID Partnership Level)

Grand Tasting VIP Lounge Presenting: \$75,000

Grand Cru: \$35,000

BBQ at the Beach, Grand Tasting, Picnic in the Park, and Beachside Brunch Hosting: \$25,000

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:	Greater Fort Lauderdale Food & Wine Festival, Inc.	
Name of Event:	Visit Lauderdale Food & Wine Festival	
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		\$ 200,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 560,000
Concession/Vendor Revenue		\$ 9,000
Other (specify):		
<b>Total Revenue</b>		<b>\$ 869,000</b>
Percent of Revenue Covered by BBID		12%
<b>Expenses</b>		<b>Projected \$ Amount</b>
Venue		\$ 250,000
Entertainment/Performers/Presenters		\$ 125,000
Permits & Licenses		\$ 3,500
Staff		\$ 50,000
Security		\$ 20,000
Catering		\$ 15,000
City Services (Public Safety, Parking, City Staffing etc)		\$ 12,500
Advertising/Promotions		\$ 150,000
Photography/Videography		\$ 20,000
Displays, Décor, Supplies & Swag		\$ 75,000
Cleaning & Sanitation		\$ 20,000
Equipment Rental		\$ 50,000
Taxes & Fees		\$ 17,500
Ticketing/Access		\$ 10,000
Signage		\$ 12,500
Office Expenses		\$ 12,000
Other (specify): Insurance		\$ 7,500
Other (specify):		
<b>Total Expenditures</b>		<b>\$ 850,500</b>
Percent of Expenses Covered by BBID		12%
<b>Net Profit/Loss</b>		<b>\$ 18,500</b>



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20. When does your fiscal year end: December 31

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).

The Visit Lauderdale Food & Wine Festival prides itself on being diverse and equitable while providing a variety of festival experiences. As Visit Lauderdale's tagline states, we welcome 'Everyone Under the Sun' whether it be a hospitality business within one of Broward County's 31 municipalities that would like participate in the festival or as it pertains to our audience which represents guests from all 50 states and 12 countries.

### 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 purpose of the Visit Lauderdale Food & Wine Festival is to bring attention to the amazing culinary scene in Greater Fort Lauderdale and draw visitors to the area. We have implemented an aggressive National billboard campaign in 19 major media markets to bring in visitors from other states as well as working with the CVB to draw in visitors from out of the country. Our goal is to continue to attract visitors from out of town and show them the beauty and culture that Fort Lauderdale Beach has to offer.



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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

**BBID Funding History**  
(for BBID staff use only)

or

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

*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.

Katrina E. Reed	
Applicant Full Name (print) and Title	Applicant Signature
Greater Fort Lauderdale Food & Wine Festival	2/23/2024
Company Name	Date Signed

#### Contact information for inquiries:

City of Fort Lauderdale  
Daphnee Sainvil, Public Affairs Division Manager  
Phone: 954.828.6075  
Email: [DSainvil@fortlauderdale.gov](mailto:DSainvil@fortlauderdale.gov)