



Fort Lauderdale Beach Business Improvement District (BBID)

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



1. Name of Event: Seminole Hard Rock Winterfest Boat Parade Viewing Area

2. Registered Business Name: Winterfest, Inc.

3. Fictitious name, if applicable:

4. Company Address: 512 NE 3rd Avenue Fort Lauderdale FL 33301

5. Amount requested from BBID: \$ 25,000

6. Indicate what the amount will be used for: rental items, fencing, barricades, power, police, signage, marketing, collaterals and other related expenses involved with creating an event.

7. Indicate business structure of the company:

- Checkboxes for Sole Proprietorship, Partnership, C-Corporation (checked), S-Corporation, Limited Liability Corporation LLC, and Other, please specify.

8. Provide your contact information:

Name: Lisa Scott-Founds
Office phone: 954-767-0686 ext. 101
Cell phone: 954-562-7021
E-mail: Dawn@winterfestparade.com

Printed Name: Lisa Scott-Founds, Title: Winterfest, Inc., Address: 512 NE 3rd Avenue Fort Lauderdale FL 33301, Phone: 954-767-0686 ext. 101, Email: Dawn@winterfestparade.com



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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.

This event is for the public to view the parade in the largest organized viewing area along the parade route. It is promoted outside our area to drive in visitors both out of town but in state as well as GA, SC & NC for driving. We work with area hotels to promote any offerings they have for a weekend stay during our event (as well as summer promotions and year round opportunities to change out their offering). This event has television coverage promoting the area for a tourist destination and all that it has to offer. We do in fact, work with Visit Lauderdale and seek their advice on target markets to promote to on our end.

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

Las Olas Intracoastal Promenade Park. See attached Site Plan

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10/20/2023 11:03 AM

11. List all dates associated with the event:

a. Set-up date(s):

12/12/2024

b. Event date(s) and hours: 12/14/2024, 4pm –10:30pm

c. Breakdown date(s): 12/16/2024 complete (most broken down by 12/15/2024)

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:

12/11/2021

12/10/2022

12/16/2023 (event was cancelled the day before due to severe weather)



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

We will know where the visitors come from (we use an electronic ticket).

Onsite Survey from professional company

Typically a sold out 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.

Since the Parade is a signature event, we bring people from all over to view the parade. A lot of them may have never been to this particular area and it's surrounding hotels/restaurants. We promote the BBID and website thru out the campaign for the parade beginning in October- Parade date.

We promote to come early and stay late visiting places nearby.

All hotels on the parade route are typically sold out for the parade viewing, area restaurants on the parade route are sold out as well.



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.

Our advertising campaign begins in October and runs thru December. This includes, Television, Radio, digital, social and print. There is a complete campaign directed to this particular area and what it has to offer for ticket sales to view the parade.

We do some direct mail pieces as well. (see attached)

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

- Presenting sponsor \$50,000
- \$25,000
- \$10,000
- \$5000

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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19. Complete the event budget:

Applicant Organization:	Winterfest, Inc.
Name of Event:	Seminole Hard Rock Winterfest Boat Parade Viewing Area
BBID Funding Request	\$ 25,000
Budget does not have to balance. It can show a profit or a loss	
Revenue	Projected \$ Amount
Ticket Sales	\$ 50,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	\$ 75,000
Concession/Vendor Revenue	\$ 15,000
Other (specify):	
Total Revenue	\$ 165,000
Percent of Revenue Covered by BBID	15%
Expenses	Projected \$ Amount
Venue	
Entertainment/Performers/Presenters	\$ 7,500
Permits & Licenses	
Staff	
Security	
Catering	
City Services (Public Safety, Parking, City Staffing etc)	\$ 600
Advertising/Promotions	\$ 75,000
Photography/Videography	\$ 3,500
Displays, Décor, Supplies & Swag	\$ 15,000
Cleaning & Sanitation	\$ 5,000
Equipment Rental	\$ 25,000
Taxes & Fees	
Ticketing/Access	\$ 500
Signage	\$ 3,000
Office Expenses	
Other (specify):	
Other (specify):	
Total Expenditures	\$ 135,100
Percent of Expenses Covered by BBID	19%
Net Profit/Loss	\$ 29,900



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20. When does your fiscal year end: 1/31/2025

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)



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

We work to ensure we are reaching all ages, races and ethnic back rounds. We will do our best to ensure everyone with all abilities has the opportunity to enjoy the parade equally.



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

We are a 53 year old event that is full of tradition in the South Florida Area. We have something for everyone and our mission is to bring this event to Fort Lauderdale where 12 miles of shoreline bring a million people to watch from the shoreline.



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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.

Lisa Scott-Founds President/CEO

Lisa Scott-Founds

Applicant Full Name (print) and Title

Applicant Signature

Winterrfest, Inc

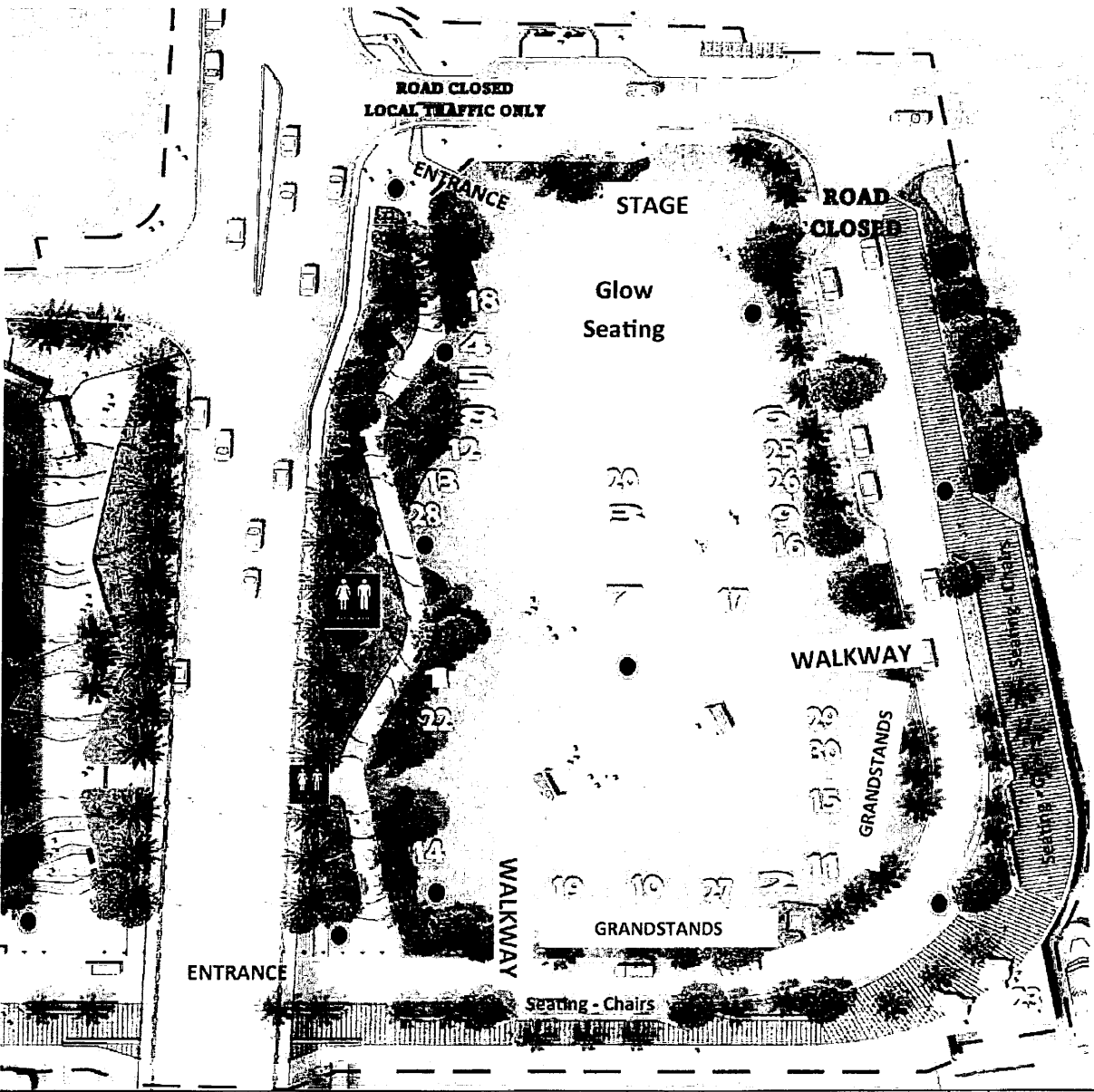
Company Name

Date Signed

Contact information for inquiries:

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

Winterfest Boat Parade Viewing Area sponsored by Baptist Health



#	Company	#	Company	#	Company	#	Company
1	Baptist Health	13	Island Grille Tent	25	USPS		
2	Kang's Italian Ice	14	VERIZON	26	Shen Yun		
3	Stella Artois	15	Aloha Glow	27	Incredible Kettle Corn		
4	BJ Events (1 of 2)	16	Santa	28	Carlos and Pepe's		
5	BJ Events (2 of 2)	17	South Florida Ford	29	AARP		
6	LaCroix	18	Brain Freeze & Junk Food	30	Suenos Seasonings		
7	Coca Cola	19	Touch Poll				
8	Elegant Eatz	20	Twin Peaks				
9	Face Painter	21	VISIT Lauderdale				
10	Florida Panthers	22	Winterfest Headquarters				
11	The Dutch Fry	23	iHeart Radio				
12	Island Grille Food Truck	24	ATM				

