



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: 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 such as (but not limited to), tents, tables, chairs, fencing, restrooms, barricades, police detail, advertising, ems, lights, security
7. Indicate business structure of the company:
- | | |
|--|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input checked="" type="checkbox"/> C-Corporation | <input type="checkbox"/> S-Corporation |
| <input type="checkbox"/> Limited Liability Corporation LLC | <input type="checkbox"/> Other, please specify: |
8. Provide your contact information:
- Name: Lisa Scott-Founds
- Office phone: 954-767-0686
- Cell phone: 954-562-7021
- E-mail: Dawn@winterfestparade.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.

This Fort Lauderdale signature event brings in national as well as international attention and guests from around the world. We work with Visit Lauderdale to compliment their target audience in our advertising strategies. Dubbed the "World's Most Watched Boat Parade" and the largest parade in the world with 12 miles.

Our target is everyone under the Sun as we are a unique wholesome family event. Working with the local hotels is a priority to us, bringing in people to enjoy what the Fort Lauderdale Beach area has to offer during a lower occupancy time of year. This was how/why Winterfest was founded and we are true to that initiative today.

The Parade Viewing Area is open to the public to purchase reasonably priced tickets with a variety of activities to enjoy. The event opened at 4pm, included bands, food, drinks, prize wheels, giveaways, photo opps, sampling, seats for each guest and on air radio talent doing the commentary during the parade. We offered a variety of activities appealing to all age groups. The event ended at 10:30 pm when the last band was done.

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

Las Olas Intracoastal Promenade Park- 80 Las Olas Circle, Fort Lauderdale FL 33316
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):

12/14/2023

b. Event dates(s)
and hours:

12/16/2023
4pm-10:30pm

c. Breakdown
date(s):

12/18/2023 complete

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:

this is the 52nd annual event each December

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

Ticket sales (the event has sold out the last 2 years at this location with 3000 guests).
This is the largest organized viewing area along the 12 mile parade route.

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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.

Bringing guests from all over to enjoy the area and see the parade from this location. Advertising target markets driving guests from as far as NC. Also target flying guests from Boston Markets with dedicated advertising. Cruise guests come in early for their trip in order to attend the parade. We hire a professional polling company giving us data of where people came from.

We work with BBID hotels offering them to partner with us by including a special offer that is a direct link to them. This is included on our website and we push on social as well.

Overall, Winterfest has an economic impact on our community of 50+ Million dollars annually.

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.

Our overall marketing campaign includes digital, social, print, mobile marketing, radio and television with this particular area included in all of it. This campaign is active October-December (event date).

Activities include: Live entertainment, food and beverage for purchase, sampling, photo opportunities, Santa, various activations and traveling tours and giveaways. We also provide live commentary of the parade as it goes by with on air radio personalities.

See attachment with content, illustrations and market reach.



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

\$5000 – \$50,000

This level is a primary partner that would provision inclusion in marketing materials

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:	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		\$ 56,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 149,000
Concession/Vendor Revenue		\$ 15,000
Other (specify):		
Total Revenue		\$ 245,000
Percent of Revenue Covered by BBID		10%
Expenses		Projected \$ Amount
Venue		\$ 200
Entertainment/Performers/Presenters		\$ 12,000
Permits & Licenses		\$ 25
Staff		
Security		\$ 3,500
Catering		
City Services (Public Safety, Parking, City Staffing etc)		\$ 1,800
Advertising/Promotions		\$ 15,000
Photography/Videography		\$ 3,000
Displays, Décor, Supplies & Swag		\$ 500
Cleaning & Sanitation		\$ 9,700
Equipment Rental		\$ 45,000
Taxes & Fees		
Ticketing/Access		
Signage		\$ 500
Office Expenses		
Other (specify):		
Other (specify):		
Total Expenditures		\$ 91,225
Percent of Expenses Covered by BBID		27%
Net Profit/Loss		\$ 153,775



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

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).

As our mission statement reads, we enhance the community's image by producing wholesome, unique, internationally recognized events that reflect the diversity and culture of South Florida.

We encourage all people of all races and religion and abilities to join us in celebrating this 52 year old South Florida tradition.

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)

☒ **X** I am the authorized representative to sign

BBID application and City Agreement

☐ 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

Lisa Scott-Founds, President & CEO

Applicant Full Name (print) and Title

Winterfest, Inc.

Company Name

Applicant Signature

Jan. 25, 2023

Date Signed

Contact information for inquiries:

City of Fort Lauderdale

Ingrid Kindbom, BBID Program Manager

Phone: 954.828.6178

Email: ikindbom@fortlauderdale.gov

Winterfest Boat Parade Viewing Area sponsored by Baptist Health



#	Company	#	Company	#	Company	#	Company
1	Baptist Health	13	Rita's Italian Ice	25	Twin Peaks		
2	Cool & Creamy	14	Incredible Kettle Corn	26	VISIT Lauderdale		
3	Stella Artois	15	Island Grille Food Truck	27	Winterfest Headquarters		
4	BJ Events (1 of 2)	16	Island Grille Tent	28	iHeart Radio		
5	BJ Events (2 of 2)	17	Homestead Miami	29	ATM		
6	Celsius	18	Kroger	30	USPS		
7	Coca Cola	19	La Croix	31	Blue Boys Pizza		
8	Elegant Eatz	20	Ricky's Arepas	32	Neuvana		
9	Face Painter	21	Santa	33	The Salvation Army		
10	Florida Panthers	22	South Florida Ford	34	MAP Broward		
11	For Paul	23	Aroma Organic Smoothies	35	Shen Yun		
12	Infiniti	24	Touch Poll				