



## 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:	Rock The Ocean's Tortuga Music Festival								
2. Registered Business Name:	TMF Holdco, LLC								
3. Fictitious name, if applicable:	Tortuga								
4. Company Address:	410 Chestnut ST, Nashville, TN 37201								
5. Amount requested from BBID:	250,000 per year for 3 years								
6. Indicate what the amount will be used for:	In the past, the full amount has been used to help cover city services (police, fire, EMS, etc). The same would continue with any future funding.								
7. Indicate business structure of the company:	<table><tr><td><input type="checkbox"/> Sole Proprietorship</td><td><input type="checkbox"/> Partnership</td></tr><tr><td><input type="checkbox"/> C-Corporation</td><td><input type="checkbox"/> S-Corporation</td></tr><tr><td><input checked="" type="checkbox"/> Limited Liability Corporation LLC</td><td><input type="checkbox"/> Other, please specify:</td></tr></table>	<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership	<input type="checkbox"/> C-Corporation	<input type="checkbox"/> S-Corporation	<input checked="" type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Other, please specify:		
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<input type="checkbox"/> C-Corporation	<input type="checkbox"/> S-Corporation								
<input checked="" type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Other, please specify:								
8. Provide your contact information:	<table><tr><td>Name:</td><td>Chris Stacey</td></tr><tr><td>Office phone:</td><td>N/A</td></tr><tr><td>Cell phone:</td><td>615-498-7548</td></tr><tr><td>E-mail:</td><td>ccs@rocktheocean.com</td></tr></table>	Name:	Chris Stacey	Office phone:	N/A	Cell phone:	615-498-7548	E-mail:	ccs@rocktheocean.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.

Tortuga is a 3 day beach front music festival with an ocean conservation theme. It features 3 beach front stages, and over 40 artists per year.

Tortuga has become a top tier national music festival. winning national awards from the Academy of Country Music and others as a premiere event. Tortuga is marketed nationally via many marketing campaigns and partnerships across the country. All of which shine the spotlight on our very special location on Fort Lauderdale beach.

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

Fort Lauderdale Beach Park. See 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): Approx March 20-April 4th

b. Event dates(s)  
and hours: April 5-7, 2024  
April 6-8, 2025  
April TBD, 2026

c. Breakdown  
date(s): Approx. April 8- 13

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:

Tortuga started in 2013 and has been held annual in the first two weeks of April (with the Exception of 1 November date which was caused due to Covid.

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

1. Ticket Sales
2. crowd response
3. press response.





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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.

In 2023, Tortuga fueled almost 1000 full and part time jobs and drove 100 Million in total economic impact in Broward County.

### 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 specific details of our events marketing plan are confidential. But we will of course continue to market via Radio, TV, Cable, print and largely via social media on a national scale. Tortuga spends approx. \$500K in paid media annually on marketing the event and the destination.





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

Our sponsorship programs range from \$50,000 to \$500,000+  
This sponsorship would fall in the mid-range.

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:	TMF Holdco, LLC	
Name of Event:	Tortuga Music Festival	
BBID Funding Request	250,000 per year for 3 years	
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)		
Concession/Vendor Revenue		
Other (specify):		
<b>Total Revenue</b>		\$ 0
<b>Percent of Revenue Covered by BBID</b>		<b>0%</b>
<b>Expenses</b>		<b>Projected \$ Amount</b>
Venue		
Entertainment/Performers/Presenters		
Permits & Licenses		
Staff		
Security		
Catering		
City Services (Public Safety, Parking, City Staffing etc)		
Advertising/Promotions		
Photography/Videography		
Displays, Décor, Supplies & Swag		
Cleaning & Sanitation		
Equipment Rental		
Taxes & Fees		
Ticketing/Access		
Signage		
Office Expenses		
Other (specify):		
Other (specify):		
<b>Total Expenditures</b>		\$ 0
<b>Percent of Expenses Covered by BBID</b>		<b>0%</b>
<b>Net Profit/Loss</b>		<b>\$ 0</b>





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20. When does your fiscal year end: Dec 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).

1. we create a musically diverse line up. This drives diversity in our fan base as well .
- 2 Live Nation (our partner on the event) has strong DEI best practices that guide all elements of the event.

### 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 charitable side of Tortuga should not be forgotten.

1. To date we have raised over \$4 Million dollars for Ocean Conservation through our affiliated 501 c 3, Rock The Ocean Foundation. Much of that funding is donated back to local organizations who are doing the hard work of saving our seas.
2. Community Impact- Last year we donated over 22 TONS of materials back to the community ranging from 11 pallets of water to help flood relief to pallets of carrots to help feed the FLPD horses and much more.
3. We won a Stevie Award for global sustainability in 2022! Meaning we are leading the way in the industry as it relates to greening of large events and creating best practices for other to follow.
- 3.





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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.

Brian O'Connell, President, TMF Holdco, LLC

Chris Stacey, Founder	DocuSigned by: 
Applicant Full Name (print) and Title	Applicant Signature
Tortuga Music Festival	2/7/2024
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)