

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: FemAle Brew Fest

2. Registered Business Name: UniteUs Group, Inc

3. Fictitious name, if applicable:

4. Company Address:
1720 SW 12th Court, Fort Lauderdale FL 33312

5. Amount requested from BBID: \$ 20,000

6. Indicate what the amount will be used for:
Production and Promotion of 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: Andrew Martineau
Office phone: 954.850.8581
Cell phone: 954.850.8581
E-mail: andrewm@uniteusgroup.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 FemAle Brew Fest is a pioneering event dedicated to celebrating and supporting women in the brewing industry. Held annually in South Florida, specifically Broward County, this festival is designed to attract visitors to the area while showcasing the talents and achievements of female brewers, staff, and owners from breweries across the country.

Since its inception, the FemAle Brew Fest has been a significant draw for both participants and attendees, consistently bringing upwards of 30 room nights each year to Broward County hotels. Moreover, the event has garnered substantial publicity and exposure for Broward County, and South Florida's breweries, receiving coverage from renowned media outlets and organizations such as Deco Drive, Sun-Sentinel, Oprah Magazine, CraftBeer.com, Food & Wine, American Craft Beer, and the Brewers Association. Additionally, the festival has been featured in numerous local and international magazines, further enhancing its visibility and appeal.

One of the unique aspects of FemAle Brew Fest is its focus on fostering connections and collaboration among women in the brewing industry. Participants have the opportunity to network, share experiences, and collaborate on innovative brews, contributing to the vibrant and inclusive atmosphere of the event.

Beyond its impact on the brewing community, FemAle Brew Fest plays a significant role in promoting tourism and economic growth in Fort Lauderdale Beach. As the longest-running craft beer festival in Broward County and one of the first, and largest Craft Beer Festivals in North America celebrating women in brewing, it has become a must-attend event for beer

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

Las Olas Oceanside Park
3000 E Las Olas Blvd, Fort Lauderdale, FL 33316

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SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

September 14, 2024

b. Event dates(s)
and hours:

12:00pm – 5:00pm

c. Breakdown
date(s):

September 14, 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:

2017 – 2023

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

To evaluate the success of the FemAle Brew Fest, several measurable outcomes can be considered:

Attendance Numbers: Tracking the number of attendees each year provides a clear indication of the festival's popularity and growth over time. Comparing attendance figures from previous years can help assess the event's success in attracting a diverse audience and increasing overall participation.

Revenue Generation: Monitoring the festival's revenue streams, including ticket sales, sponsorships, vendor fees, and merchandise sales, helps measure its financial success.

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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 FemAle Brew Fest is expected to attract over 2000 visitors to the beach. Plans are in place to host the event annually at Las Olas Oceanside Park, contingent upon support from the Business Improvement District (BID). Each year, the festival covers one room night for every Brewer attending from outside the county, with approximately 30 to 40 breweries participating annually. Additionally, Brewers cover the other two nights they stay, resulting in a total of 2 room nights per brewery. Beercation packages are also promoted, leading to several room nights booked by both locals and visitors. Typically, most Brewers fly in on Friday for a meet-up and collective visit to several Fort Lauderdale breweries, with the festival taking place on Saturday and most Brewers departing on Sunday. Known for their hospitality, Brewers historically spend the weekend before and after the festival enjoying the beach and patronizing local bars and restaurants. The event is scheduled to occur in

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 marketing strategy for the FemAle Brew Fest encompasses a comprehensive approach to reach a wide audience and maximize exposure for the event. Leveraging both traditional and digital channels, the marketing team ensures that the festival is prominently featured in various promotions and advertisements.

Firstly, the event benefits from extensive coverage by reputable local publications such as Deco Drive, Broward/Palm Beach, Miami New Times, and the Sun-Sentinel. These media outlets provide consistent coverage of the festival, helping to generate buzz and interest among their respective audiences. Additionally, the marketing team actively reaches out to numerous national media outlets within the beer, food & wine, and culinary industries to further extend the festival's reach.

Furthermore, the FemAle Brew Fest has cultivated a loyal following over the years, with a database of attendees who return annually to participate in the event. The festival leverages this database to directly engage with past attendees and promote upcoming editions of the festival. Additionally, the team collaborates with Choose954, a local

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

The following are the Sponsorship levels we offer. The Title Sponsorship aligns with this funding. Title Sponsor: \$20,000 / VIP Presenting Sponsor: \$10,000 / Gold Sponsorship: \$5000 / Silver Sponsorship: \$2500 / Non-Alcoholic Sponsor: \$1500 / Non-Alcoholic Custom Sponsorship: \$1000 / Basic Off-Flavor Sponsorship Packages: \$500

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:	UniteUs Group, Inc	
Name of Event:	FemAle Brew Fest	
BBID Funding Request		\$ 20,000
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales		\$ 67,500
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 11,500
Concession/Vendor Revenue		\$ 0
Other (specify):		\$ 0
Total Revenue		\$ 99,000
Percent of Revenue Covered by BBID		20%
Expenses		Projected \$ Amount
Venue		\$ 0
Entertainment/Performers/Presenters		\$ 5,000
Permits & Licenses		\$ 1,500
Staff		\$ 1,000
Security		\$ 1,500
Catering		\$ 0
City Services (Public Safety, Parking, City Staffing etc)		\$ 1,000
Advertising/Promotions		\$ 20,000
Photography/Videography		\$ 2,000
Displays, Décor, Supplies & Swag		\$ 3,000
Cleaning & Sanitation		\$ 2,000
Equipment Rental		\$ 2,500
Taxes & Fees		\$ 500
Ticketing/Access		\$ 3,000
Signage		\$ 3,000
Office Expenses		\$ 1,500
Other (specify): Ice		\$ 1,500
Other (specify): Table, Tent Rental and barricades		\$ 4,800
Total Expenditures		\$ 53,800
Percent of Expenses Covered by BBID		37%
Net Profit/Loss		\$ 45,200

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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 FemAle Brew Fest is dedicated to promoting diversity, equity, and inclusion (DEI) within the craft beer industry and has been recognized as a major catalyst for highlighting women and people of color in brewing in the United States. As a beer festival held annually in South Florida, FemAle Brew Fest is unique in its focus on celebrating and supporting women in brewing. This dedication to highlighting the accomplishments of women brewers, industry professionals, and beer enthusiasts serves as a catalyst for fostering inclusivity within the craft beer community.

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 event has highlighted several local female brewery owners, created numerous job opportunities, revenue generation, empowerment and support for a multitude of women interested in and involved in brewing from across the country.

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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.

Andrew Martineau / CEO

Andrew Martineau / CEO	
Applicant Full Name {print} and Title	Applicant Signature
UniteUs Group	February 28, 2023
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