



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):

Bryan Lilley

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Lauderdale Air Show, LLC

b. Is the company doing business under another name, if yes, list name(s):

Fort Lauderdale Air Show

c. Mark (X) near applicable business structure:

-Sole Proprietorship

-Partnership

-Corporation

-S Corporation

-Limited Liability Company (LLC)

3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Bryan S. Lilley ; Manager

4. Name of Event/Project/Proposal:

Fort Lauderdale Air Show

5. Location of Event – Provide description and location map or site plan:

Over the oceanfront, visible free of charge to spectators outside the Event Site from Fort Lauderdale Beach Park to Oakland Park Blvd with Show Center at Birch State Park. The Event Site for VIP and premium viewing tickets will be located from the intersection of Sunrise Blvd and A1A to Northeast 15th Court.

6. List all the dates associated with this event:

a. **Set-up date(s):** May 6-7, 2021

b. **Event date(s):** May 8-9, 2021

c. **Break-down date(s):** May 10, 2021

7. Hours of Operation: 9:00 am to 4:00 pm

8. Projected attendance: 1 million

9. Cost to attendees: Free - Premium View and VIP Tickets optional to purchase

10. Total Cost of Event: \$855,000 excluding city service costs outside the Event Site



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11. Amount Requested from BID: \$100,000



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12. Indicate what the requested amount will be used for:

City support costs outside the event site (i.e. Police, Fire, Life Guards)

13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Limited Sponsorships (due to COVID), Premium Viewing Ticket Sales, Concession Commissions

14. Proposed Activities Planned (Attach a narrative if necessary):

Aerial exhibition of military and civilian aircraft and parachute teams featuring the U.S. Navy Blue Angels from 12:00 noon to 3:00 pm on Saturday and Sunday of event weekend. Event Site at Birch State Park between Sunrise and NE 15th Court with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets

15. BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The event itself has been self-sustaining. Due to the unique nature of the event it draws hundreds of thousands of spectators that view the event at no charge outside the Event Site. The grant request is specifically to help cover costs for these areas that provide a substantial economic benefit to the business community.

16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. 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 number of visitors to the BID District.

The Lauderdale Air Show is a destination event that generates a significant number of overnight stays from visitors both outside and inside Broward County. Even in 2020 during the pandemic, the Host Hotel page of FortLauderdaleAirShow.com had 9,780 visitors generating significant hotel room nights. Host hotels reported their highest occupancy since pre-COVID during air show weekend with occupancy levels of 20-25% higher than average weekends.

17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

Detailed website geographics and behavior tracking in addition to a summary of locations from where premium viewing and VIP ticket holders reside from. Media tracking of local, regional and national coverage of the event.

18. Explain in detail how the proposed event will aid in the BID’s efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.



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The history of the air show in Fort Lauderdale has a significant brand equity and destination appeal. A waterfront air show is one of, if not the highest profile event a waterfront community can host due to the high visibility of its nature. Typically the Fort Lauderdale Air Show draws visitors from around the world. In 2020 it was one of only two major events to take place in Fort Lauderdale. It was one of only 15 air shows to take place globally according to the U.S. Air Force Aerial Events Office that manages support of air shows globally. The military support of an air show creates a patriotic, inspiring and positive appeal that attracts a higher quality demographic, the core of which is families.

19. Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

The event will have a multi-faceted marketing campaign with promotion through organic assets, cross-property assets, performer organic assets (i.e. Blue Angels, AirDotShow), print, and electronic media partners, sponsor partner promotions (i.e Budweiser, CVB) and an extensive public relations campaign.

20. **BID SPONSORSHIP TERMS:** Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] if agree with terms (a-c).

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANNOUNCEMENTS, ETC.



B. BID MANAGER WILL REVIEW AND APPROVE

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.



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C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

21. Applicant shall mark [X] should if understands and agree with the following statements:

- I will request BID Logo in appropriate format for marketing purposes.
- I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.
- I have completed a new vendor application form to the City of Fort Lauderdale.
- I have completed a W-9 form with the City of Fort Lauderdale.
- If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.
- If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale

City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for exenses detailed in question 12.
- If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.
- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID

Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



BEACH BUSINESS IMPROVEMENT DISTRICT (BBID)
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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 478 BABCOCK STREET, SUITE 118

MELBOURNE, FL

ZIP CODE: 32935

OFFICE PHONE: 717-583-0800

CELL PHONE: 321-368-3808

EMAIL ADDRESS: BRYAN@BLILLEY.COM

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
 - ATTACHED LOCATION OR SITE MAP
 - ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/ MARKETING EFFORTS
 - AS APPLICANT I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT.
- (OR)**
- NOT AUTHORIZED TO SIGN AGREEMENT;

**WRITE NAME & POSITION OF
AUTHORIZED INDIVIDUAL TO SIGN
THE GRANT PARTICIPATION
AGREEMENT WITH THE CITY.**

Name should be the same as →
question #3

BRYAN S. LILLEY

APPLICANT FULL NAME (PRINT)

Bryan S. Lilley
APPLICANT SIGNATURE

Manager

LAUDERDALE AIR SHOW, LLC

COMPANY NAME & APPLICANT TITLE

FEBRUARY 1, 2021

DATE SIGNED

NAME: BRYAN S. LILLEY

TITLE: MANAGER

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDDING AGREEMENT, APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT LAUDERDALE.**



Revised CM-6 (CAM 20-0828)
 Exhibit 2
 Page 1 of 1



May 8-9, 2021

2020 Fort Lauderdale Air Show

A signature event for the community

- ✈️ General viewing was and always has been free of charge**
- ✈️ The two mile wide stage-in-the-sky allowed people to spread out**
- ✈️ Spectators watched from the beach, their backyard, boat or hotel balcony**
- ✈️ It was held responsibly via our Stay Safe and Separate Initiatives**
- ✈️ It attracted destination visitors and boosted hotel occupancy**
- ✈️ It was an uplifting and inspiring event for local residents of Broward County**

2020 Fort Lauderdale Air Show








We hosted all four Air Force fighter jet demo teams



2020 Fort Lauderdale Air Show

Six Week Geographic and Visitor Info

from FortLauderdaleAirShow.com - October 7 - November 22, 2020

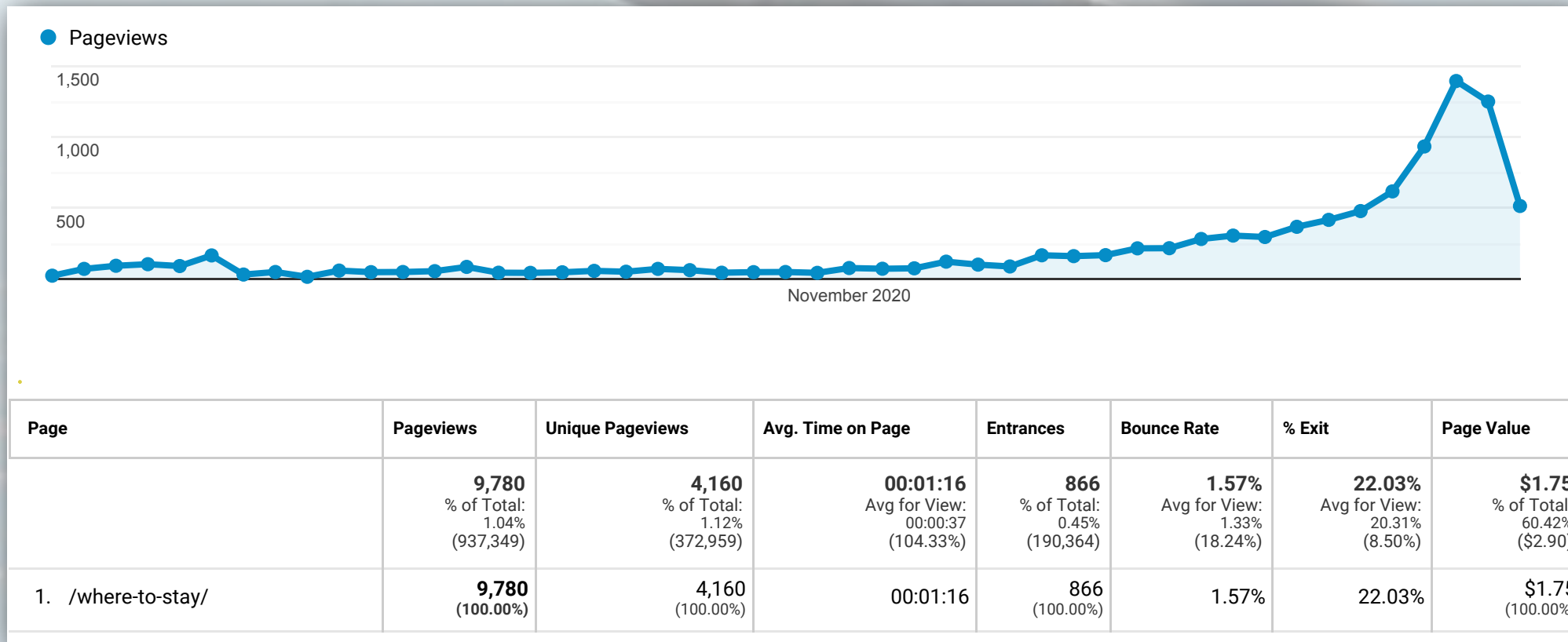
-  190,628 sessions (total visits)
-  123,420 users (unique visitors)
-  2,381 users from outside the USA
-  11,623 users from outside Florida
-  109,490 users from inside Florida

109,490 Florida visits came from:

-  27,565 from outside the metro area
-  81,925 from Fort Lauderdale/Miami

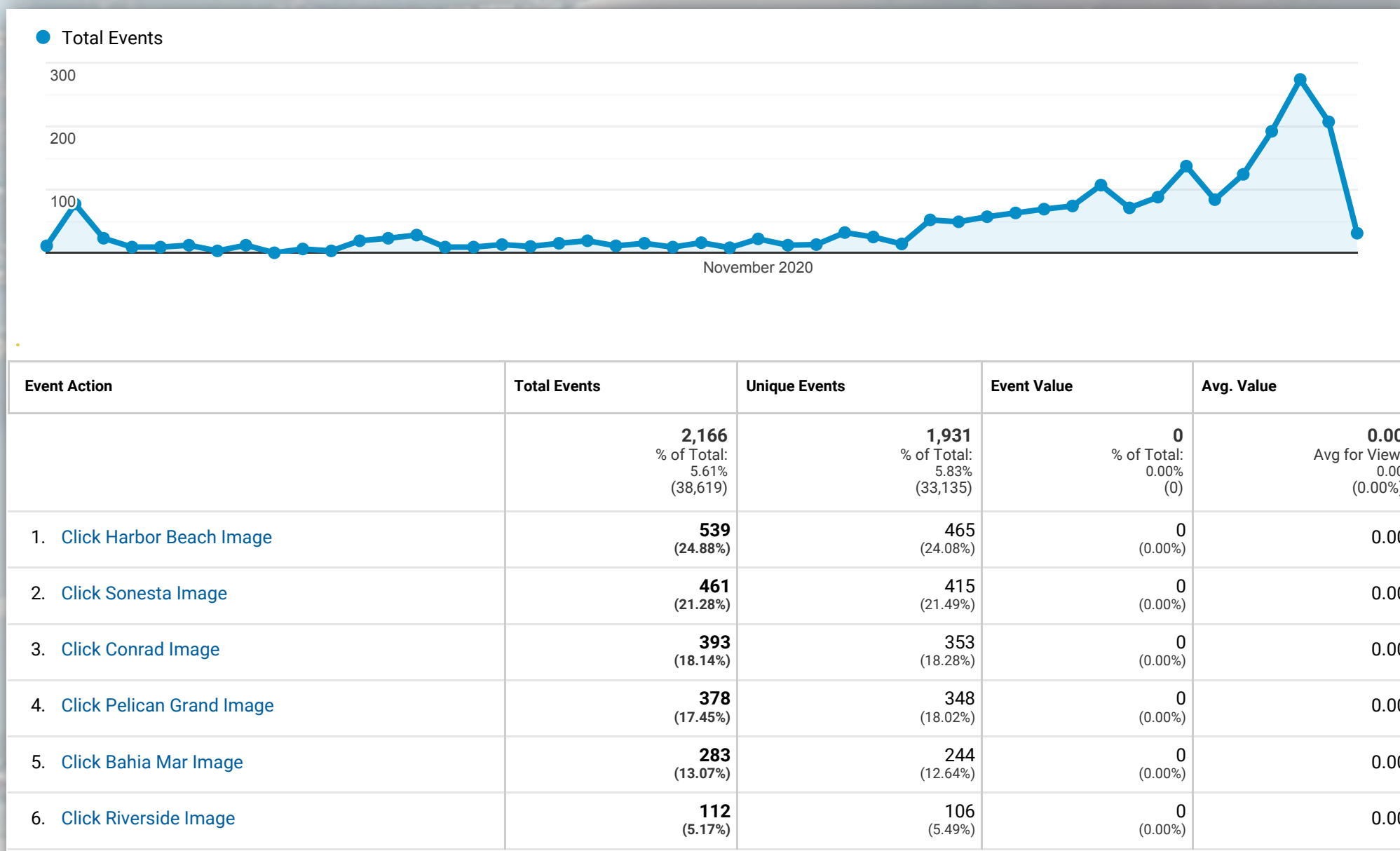
2020 FORT LAUDERDALE AIR SHOW

Host Hotel Page Traffic from October 7 - November 22, 2020



Host Hotel Page

- ★ 9,780 total visits in six weeks
- ★ 4,160 unique visitors in six weeks
- ★ Average time on page of 1 minute 16 seconds



Hotel Click-thru Tracking

- ★ 2,166 total click thrus to six different hotels
- ★ 1,932 unique click thrus (unique visitors)

AirDotShow Livestream

Virtually attending the Fort Lauderdale Air Show

- ✈️ For those who didn't make it to Show Center, we brought Show Center to them**
Livestream was a game style broadcast with the narration, over 60,000 viewers, average viewing time 24 minutes
- ✈️ Viewers provided contact info to get free access to the Livestream**
The Livestream created a channel to engage the general viewing audience and acquire their contact info
- ✈️ Viewers were able to virtually attend from around the nation and the world**
Viewers from all 50 states and more than 100 countries virtually attended the Fort Lauderdale Air Show
- ✈️ AirDotShow On Demand providing a year-round opportunity to attend post-event**
Aviation enthusiasts around the nation and the world continue to attend the 2020 event virtually on demand
- ✈️ The Livestream broadcast promoted the destination to future attendees**
"Virtually experience it here then come see it for real" encourages viewers to plan a trip to attend in the future



2021 Fort Lauderdale Air Show

A new focus on promoting the destination and tourism

- ✈ Logo and redesign of materials that focus on the destination first, then the jets**
- ✈ New website with destination marketing slide and host hotel portal**
- ✈ Host hotel portal is widely accessible across the entire website**
- ✈ Destination specific email campaigns featuring host hotels**
- ✈ Enhanced host hotel portal click thru tracking to every participating hotel**
- ✈ Destination marketing carried thru to the AirDotShow site and social channels**

Host Hotel Portal

Click here to learn about our COVID-19 initiatives to stay safe and separate at the Fort Lauderdale Air Show

HOME BUY TICKETS TICKET OPTIONS VOLUNTEER SPONSOR MORE

Host Hotels

The best place to stay during air show weekend is where the performers stay, at one of our host hotels! It's your best chance to meet some of the pilots, get an autograph or even snap a selfie. The Fort Lauderdale Air Show is proud to partner with the hotels listed below to host the flight team performing at this year's event. Turn air show weekend into a fabulous vacation or staycation experience and enjoy special rates for air show weekend.

HEADQUARTERS HOTEL

Marriott Harbor Beach

PREMIER PERFORMER HOST

TRYP by Wyndham Maritime

PERFORMER HOST HOTEL

Bahia Mar

SUPPORTING HOTELS

More Hotels To Be Added As Performers Are Announced

#AirDotShowLive Tour 2021

The Fort Lauderdale Air Show is the second stop of the AirDotShowLive Tour that will visit six destinations across the US. You can experience three events from the virtual tour virtually with AirDotShowLive and plan your trip to Fort Lauderdale on May 8-9 and experience it for real.

Shop

Join Our Email List

First Name: _____
 Last Name: _____
 Email: _____
 Zip Code: _____

AirDotShow Social Channels

Flown From
FXE FORT LAUDERDALE EXECUTIVE AIRPORT
 CITY OF FORT LAUDERDALE

New Destination Theme Logo



Host Hotel Portal Highlights

- ★ Each hotel has a feature image/link by level of participation
- ★ Referral link points to a page of each hotel's choice
- ★ Post show page geographic and click tracking provided

From an Independent Research Study at the 2019 Fort Lauderdale Air Show

- ★ 26% of spectators surveyed paid for lodging
- ★ Average hotel spend of those surveyed was \$848
- ★ Average stay of those surveyed was 4 nights
- ★ 49% of those surveyed attended for the first time
- ★ Visitors primarily book direct or by an OTC

New Website Home Page

New Website Home Page

Click here to learn about our COVID-19 initiatives to stay safe and separate at the Fort Lauderdale Air Show

HOME BUY TICKETS TICKET OPTIONS VOLUNTEER SPONSOR MORE

Spend a Weekend on Port Lauderdale Beach

May 8-9, 2021

Who's Flying!

Performers announced to date

- U.S. NAVY BLUE ANGELS
- F-16 VIPER DEVO TEAM
- SOCOM PARAC...
- GSICO SKYTYPERS
- MIKE WISKUS

VIP & Premium Viewing

- FLIGHT LINE CLUB VIP: \$169
- VIP PENTHOUSE: \$379
- DROP ZONE BEACH: \$25.5

PURCHASE YOUR TICKETS NOW DURING OUR EARLY BIRD AND SAVE 40% OFF THE EVENT DAY PRICE!

More Information

Read Our Latest News

AirDotShow Home Page

AirDotShow Home Page

Click here to learn about our COVID-19 initiatives to stay safe and separate at the Fort Lauderdale Air Show

HOME BUY TICKETS TICKET OPTIONS VOLUNTEER SPONSOR MORE

#AirDotShowLive Fort Lauderdale

May 8-9, 2021

@AirDotShow

The AirDotShowLive tour will visit six destinations in 2021. Virtually attend them via AirDotShow Live from here, then plan a trip to come see one for real!

- AirDotShowLive**
- Media Flyers**
- STEM Education Programs**
- International Military Units**
- The Capin Scholarship**
- AirDotShow Livestream**

Where will we see you in 2021?

AirDotShowLive is a great reason to plan a trip to one of our world class destinations!

AirDotShow Livestream!

If you can't make it to the show, we'll bring the show to you! Attend virtually from anywhere in the world!

What's Hot!

- COCOA BEACH - APRIL 17-18, 2021
- RELIVE A PAST EVENT WITH AIRDOTSHOW ON DEMAND
- FORT LAUDERDALE - MAY 8-9, 2021

2021



Tour



The AirDotShow Live Tour

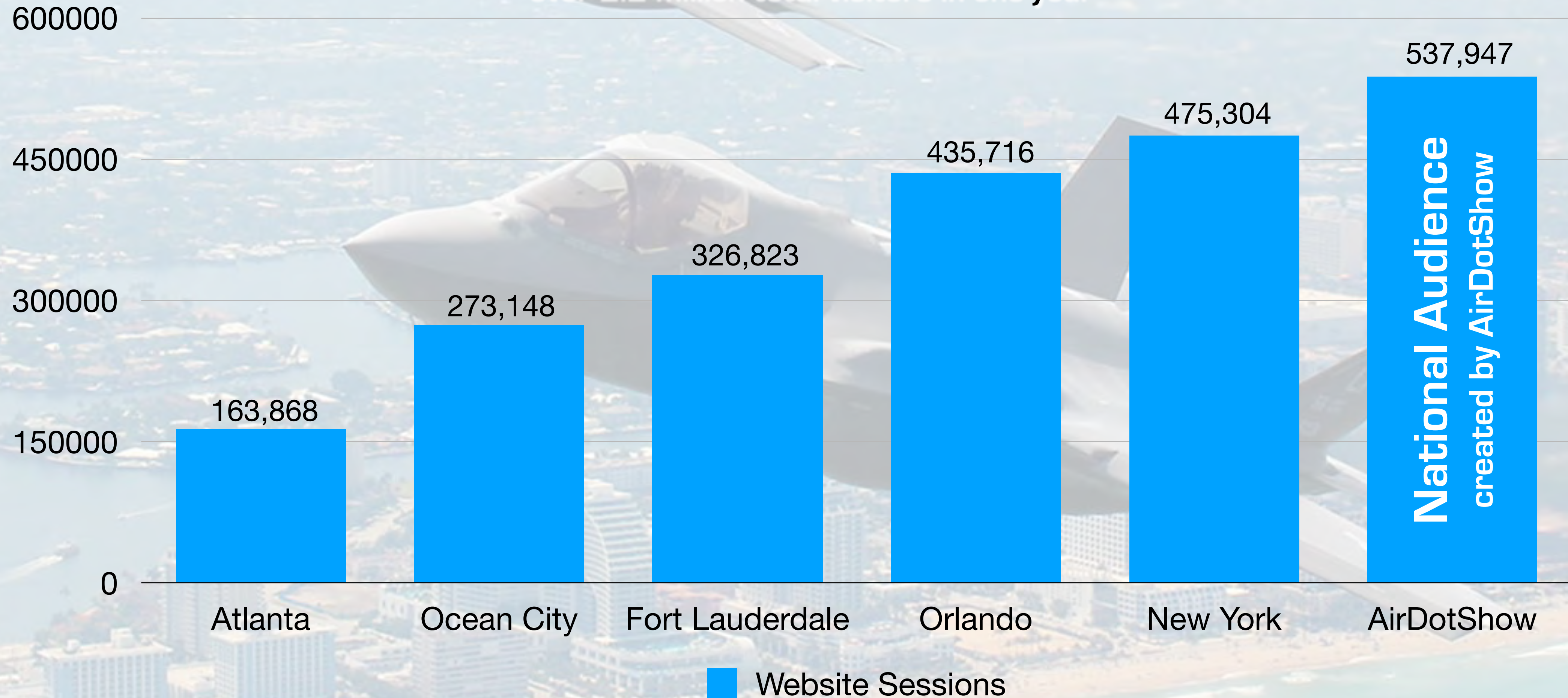
Attracting a national audience to our events

- ✈️ AirDotShow Live events, like sports teams are identified by their cities**
- ✈️ Every AirDotShow Live event is held in a desirable travel destination**
- ✈️ 15 percent of U.S. online audience self-designates as interested in aviation**
- ✈️ Combine that interest with destination and people will travel to attend**
- ✈️ AirDotShow website and social channels are a portal to the tour events**
- ✈️ Centralized portal appeals to the national aviation interested audience**
- ✈️ The tour events become aerial stadiums, and AirDotShow is the league**

Reach of AirDotShow and each tour event

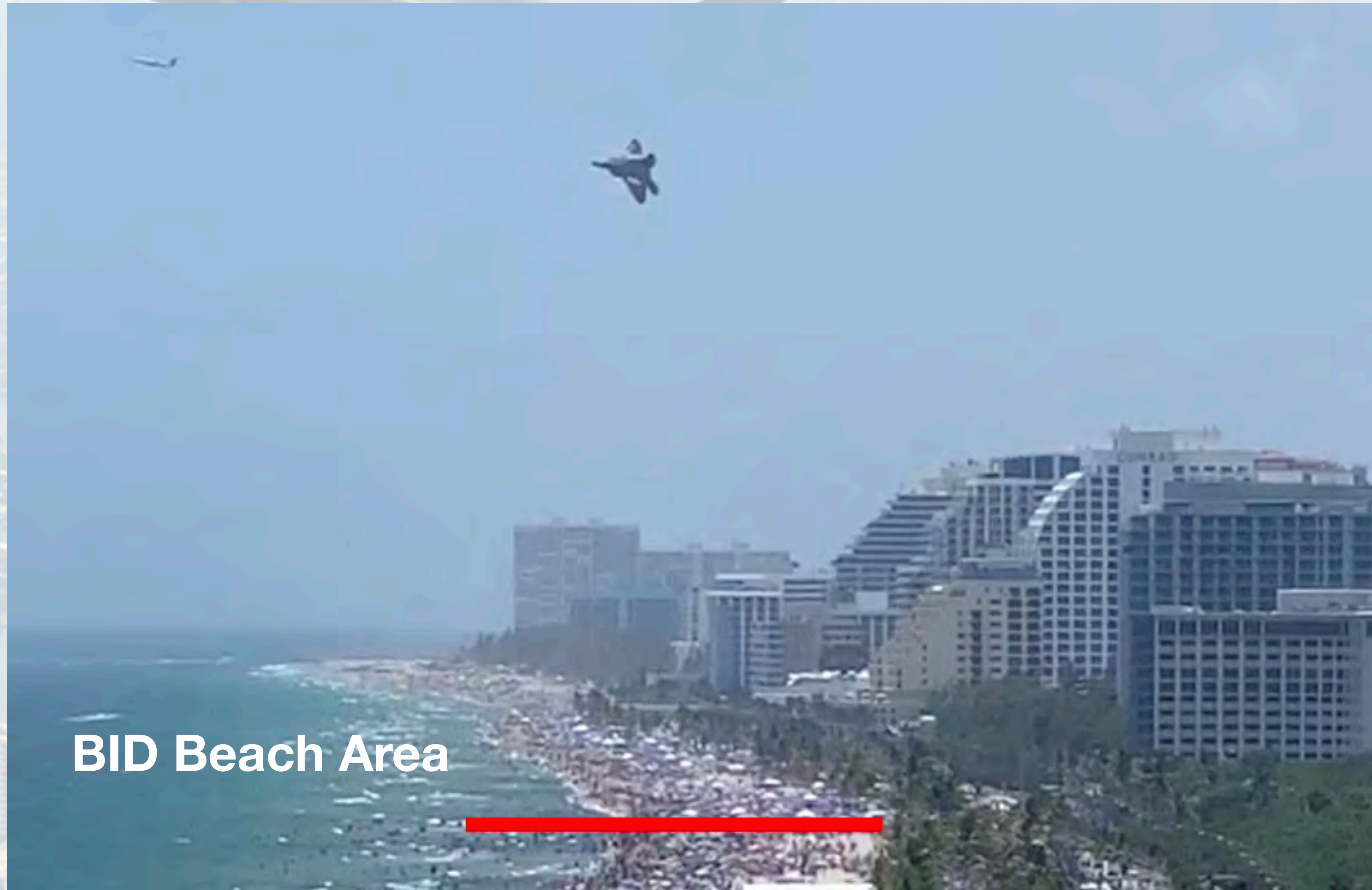
Visitor data for each website

over 2.2 million total visitors in one year



FORT LAUDERDALE AIR SHOW

Viewing of the event inside the BID Area



BID Beach Area

2021 Fort Lauderdale Air Show

BID Support Request

✈️ The Fort Lauderdale Air Show is seeking a total of \$100,000 in financial support from the BID for the 2021 event

✈️ Funds will be used to cover the portion of the city support costs for police, fire, lifeguards, public works and MOT expenses for the free viewing area within the BID boundaries where the majority of spectators enjoy the event