

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026 (October 1, 2025 – September 30, 2026)

SECTION 1: PROFILE

To ensure your event is considered for funding, please complete all sections of the application. Missing details may delay the review process. We encourage you to include additional supporting documents, such as marketing plans, budget, performance data, etc.

Visit Lauderdale Food & Wine Festival												
. Registered Business Name: Greater Fort Laudedale Food & wine Festival, Inc.												
. Fictitious name, if applicable: Visit Lauderdale Food & Wine Festival												
. Indicate business structure of the company:												
Sole Proprietorship Partnership												
C-Corporation S-Corporation												
Limited Liability Corporation LLC Other, please specify:												
5. State of Incorporation/Organization: Florida SECTION 2: CONTACT INFORMATION												
6. Primary Contact Information:												
a. Name: Kate Reed												
b. Title: President												
c. Office Number:												
d. Mobile Number: (585)750-9468												
e. Email Address: kate@66pros.com												
7. Company Organization:												
a. Name of Organization: Visit Lauderdale Food & Wine Festival												
b. Street Address: 2369 N 37th Ave												



		REIME	BURSABLE GRANT FUNDING APPLICATION FY 2026	
	C.	City: Ho	llywood	
	d.	State: F	<u> </u>	
	e.	Zip Code:	33021	
	f.	Country:	Broward	
			SECTION 3: ABOUT YOUR ORGANIZATION	
8.	-	-	Overview : Describe the organization, including how many years it has been erience producing similar events, and other events produced in South Floric	
	cor ran	mpany tha nge in size	ale Food & Wine Festival is an event production and management thas produced over 75 events in Broward county since 2019. Events from Culinary Classes for 10 people to large-scale events with f 10,000+.	
0	- Fu	ent Details:	SECTION 4: EVENT INFORMATION	
9.	a.		vent: Visit Lauderdale Food and Wine Festival	_
	b.	Event Date	e(s): January 19 through 25, 2026	
	c.	Event Ven	ue(s): Various Venues throughout Broward County	
10	au	dience. Incl	tion: Describe the event, and explain how it will attract tourists, and its targude how it aligns with local and regional tourism strategies to position Fortach as a world-class destination.	
	culi eve farr rec We car	inary scene on ents, a bartendo nily-oriented pic cognized talent e partner directl mpaigns as wel	ale Food & Wine Festival is a week-long series of events designed to promote Broward County's a national and international level. The series includes culinary classes, wine seminars, mixology or competition, chef-driven pairing dinners, a BBQ competition, a large scale Grand Tasting, a chic in the park with kid-friendly classes and activities and a Beachside Brunch. We bring in nationall to help promote the destination, while focusing on the world-class talent the destination has to offer. If y with Visit Lauderdale to market the event globally, while focusing heavily on national and regional and the leverage a multi-state digital marketing campaign designed to drive visitors to the destination (I to buyers from all 50 states and 23 countries).	
11	. Eve	ent Location a. Specify	the event location and address: Various, including The LOOP, Las Olas between the Intracoastal and A	1.A



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b	. REQUIRED DOCUMENT: Site	e map and site plan.										
12. Event	t Schedule:											
a	. Set-Up Dates and Hours:	Various- Janaury 19-23,2026										
b	. Event Dates and Hours:	January 19-25, 2026										
C.	. Tear-Down Dates and Hou	Various- January 24-25, 2026										
d	. REQUIRED DOCUMENT: Det	tailed schedule, if available.										
13.Event	: History:											
a	. Is this the first year for the	event? If "No," list prior event dates and attendance figure										
	Yes No January 10-16, 2022; January 9-15, 2023; January 8-14, 2024; January 13-											
b	. Is this the first year on Fort	t Lauderdale Beach? If "No," list prior event dates and										
	attendance figures.											
	Yes No 2022-9,500	0+; 2023-16,000+; 2024-17,000+; 2025 19,000+										
14. Proje	ct Attendance:											
a		20,000+										
b	. Percentage of attendees ex	spected to stay overnight: 40%										
C.	. Percentage of attendees fro	om outside Broward/Palm Beach/Miami-Dade counties:										
	38%											
	SECTION !	5: FUNDING REQUEST										
15.What	is the amount requested from	m BBID?: 100,000										
16. Is this	s event receiving funding from \	Visit Lauderdale?										
Y	es No If Yes, specify the ar	mount: 475,000										
17. Is thi	is event receiving funding fro	m other sources?										
	es No											
		Ticket Sales (Approx. \$240K); Vendor Revenue (Aprrox. \$10k); Sponsorships (Approx.\$175K)										
If Yes	, specify the sources and amou	ints: (" Terrox. 4 Tota), Sportsorships ("Teprox.4 Trota)										

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SECTION 6: ECONOMIC IMPACT

18. Economic Impact:

a. Describe in detail the positive economic impact on the BBID and its businesses. Include how the event aligns with Ordinance C-06-34 by increasing tourism to BBID.

The goal of the Festival is to promote Fort Lauderdale's culinary scene on a national and international level. Five of our Signature events (Wok 'n Roll, BBQ at the Beach, The Grand Tasting, Beachside Brunch and Picnic in the Park) will be held on Fort Lauderdale Beach and heavily marketed both nationally and locally, making Fort Lauderdale Beach hotels an attractive option for our attendees. Multi-day packages encourage overnight stays. Our partnership with Delta Airlines as our Official Airline Partner helps promote travel to the destination as well using contests that partner with FTL Beach Hotels for weekend stays. During the 2025 Festival we brought in attendees from all 50 states states and 23 countries.

b. Define the measurable outcomes you will use to evaluate the event's success (e.g., attendance, hotel stays, media impressions, revenue

The Visit Lauderdale Food & Wine Festival will provide to the BID a summary of web traffic including user demographics, geographic locations and behavior tracking. A summary of local, regional and national media coverage will be provided. The Festival will aslo provide a summary of market research data gathered by the Festival's PR team.



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c. If the BBID has funded this event in previous years, provide specific measurable outcomes achieved during that time.

Please see attached		

SECTION 7: ADVERTISING, MARKETING, AND PROMOTION

- 19. REQUIRED DOCUMENT: Marketing plan and timeline.
- **20.** REQUIRED DOCUMENT: Attach measurable results from your previous marketing efforts to show the effectiveness of your strategies and the event's impact. Examples include:
 - i. Post-Event Reports: Metrics, key takeaways, and audience insights.
 - ii. Economic Impact: Room nights generated, attendee spending, or revenue estimates.
 - iii. Promotional Examples: Ads, social media posts, or other marketing materials.
 - iv. Advertising Metrics: Reports from paid campaigns or broadcast reach.
 - v. Digital Metrics: Impressions, reach, and engagement.
 - vi. Event recap of previous year's event.
 - vii. Accepted formats: PDF, Word document, or Excel file.

21. Sponsorship Levels:

a. Indicate the sponsorship level aligned with this request:

BBQ at the Beach, Grand Tasting, Picnic in the Park, and Beachside Brunch Hosting

b. REQUIRED DOCUMENT: Sponsorship proposal.

22. BBID Sponsorship Integration:

a. Describe how BBID sponsorship will be showcased across event marketing channels to drive tourism growth. Include details on integration with the BBID website, social media, email campaigns, and other promotional efforts.

Recognition as the host of the Visit Lauderdale Food & Wine Festival BBQ at the Beach, The Grand Tasting, Picnic in the Park and Beachside Brunch; • Opportunity for a co-branded ticket giveaway with festival and FTL BeachBeachside Brunch• Partner logo placement on the entrance banner to the Grand Tasting and footer, clickable to partner's website • Partner logo placement on the partner page of VLFoodWine.com and website • Partner logo on all tasting glasses for the Grand Tasting• Partner logo on all email newslettersprovided by partner)• 10 Banner placements at the Grand Tasting and Picnic in the Park (banners • 4 event-related posts on Festival Social Media properties promoting FTL Beach



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BBID Sponsorship Terms

23. Apr	licant shall	l mark tl	he boxes	below t	o acknowledge	agreement	with the	following	terms
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- I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide the logo and manage its usage.
 Map and Site Plan are attached.
- Detailed Event Schedule is attached (if available).
- Marketing Plan, Timeline, and Measurable Results from Previous Event Marketing Efforts are attached as one PDF.
- Sponsorship Proposal is attached.
- Prior Year's Financial Statements are attached.
- Profit and Loss Statement for Prior Year's Event is attached.
- \Box Legal name and place of business match the records on Sunbiz.org.
- ☐ I am the authorized representative to sign the BBID application and City Agreement.
- ☐ I am not authorized to sign the BBID application or City Agreement.

Note: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the applicant must 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 the name and title of the individual authorized to execute a Grant Participation Agreement with the City. If the person signing the agreement on behalf of the company is not listed as an authorized signer, a Corporate Resolution will be required to execute the agreement.

Appl	icant	Autho	rization	
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Name and Title of Authorized Representative: Katrina Reed

• Company Name: Greater Fort Lauderdale Food & Wine Festival, Inc.

· Signature: Katrina E. Reed

• Date Signed: 02/28/2025

Contact information for inquiries:

City of Fort Lauderdale

Judy Erickson, Program Manager

Phone: 954.828.4599

Email: JERickson@fortlauderdale.gov



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BUDGET WORKSHEET

24. Complete the event budget:

Applicant Organization:	Greater Fort Lauderdale Food & WII	ne Festival, Inc			
Name of Event:	Visit Lauderdale Food & Wine Festival				
BBID Funding Request		100000			
Budget d	oes not have to balance. It can show a prof	fit or a loss			

Revenue	Projected \$ Amount
Ticket Sales	1
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	650000
Concession/Vendor Revenue	10000
Other (specify):	240000
Total Revenue	900000
Percent of Revenue Covered by BBID	10%
Expenses	Projected \$

Expenses	Projected \$ Amount
Venue	200000
Entertainment/Performers/Presenters	135000
Permits & Licenses	4000
Staff	50000
Security	20000
Catering	70000
City Services (Public Safety, Parking, City Staffing etc)	10000
Advertising/Promotions	250000
Photography/Videography	20000
Displays, Décor, Supplies & Swag	80000
Cleaning & Sanitation	22000
Equipment Rental	50000
Taxes & Fees	15000
Ticketing/Access	12000
Signage	15000
Office Expenses	15000
Other (specify):	7500
Other (specify):	
Total Expenditures	975500
Percent of Expenses Covered by BBID	10.25%
Net Profit/Loss	

BY THE NUMBERS



FESTIVAL ATTENDANCE 19,000+

GENDER SPLIT

67% 33% **AGE**

< 24

25-34 31%

35-44 36%

45-54 19%

55+ 9% **TOTAL REACH**

MEDIA & PR REACH

MEDIA & PR VALUE

MAJOR MEDIA MARKETS

SUBSCRIBERS



50 STATES

2026 OUTLOOK



2025 Lineup

6 Signature Events

- Jan 15 Bar Fight! at Rooftop @1WLO
- · Jan 16 Wok n' Roll at Backyard
- Jan 17 BBQ at the Beach
- Jan 18 The Grand Tasting at Las Olas Oceanside Park
- Jan 19 Beachside Brunch
- Jan 19 Picnic in the Park at Las Olas Oceanside Park

10+ Intimate Dining Experiences

- Wine Pairings
- Spirit/ Cocktail Pairings
- Beer Pairings
- Vegan

12+ Educational Experiences

- Hands-on Culinary Classes for All Ages
- Hands-on Mixology Classes
- Interactive Wine & Beer Seminars
- Meet the Maker/Brewer

6+ Celebrity Chef Cooking Demonstrations

2026 Lineup

6 Signature Events

- Jan 22 Wok n' Roll at Las Olas Promenade Park
- Jan 23 Industry Day- TBD
- Jan 23 BBQ at the Beach at Las Olas Promenade Park
- Jan 24 The Grand Tasting at Las Olas Oceanside Park
- Jan 25 Beachside Brunch at Las Olas Oceanside Park
- Jan 25 Picnic in the Park at Las Olas Oceanside Park

10+ Intimate Dining Experiences

- Wine Pairings
- Spirit/ Cocktail Pairings
- Beer Pairings
- Vegan

12+ Educational Experiences

- Hands-on Culinary Classes for All Ages
- Hands-on Mixology Classes
- Interactive Wine & Beer Seminars
- Meet the Maker/Brewer

6+ Celebrity Chef Cooking
Demonstrations

* Denotes Event within the BID District

EVENT MAP



BBQ at the Beach



The Grand Tasting/ Picnic in the Park/ Beachside Brunch





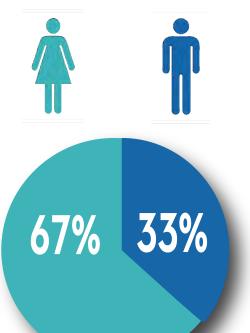


VISIT LAUDERDALE FOOD & WINE FEST ALL Exhibit 2

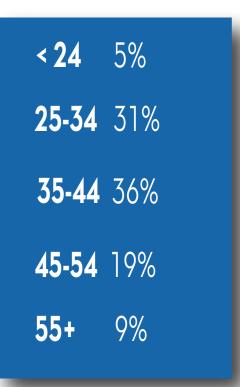
BY THE NUMBERS



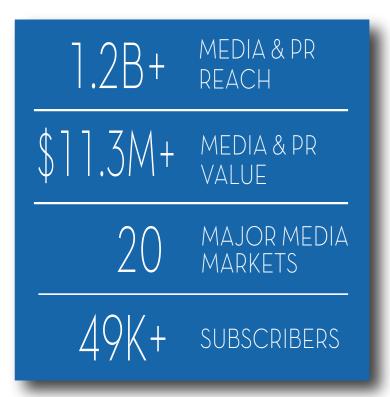
GENDER SPLIT



AGE



TOTAL REACH



46%

16%

8%

29%

1%

50 STATES

23 CAM #25-1037 TRIES

FESTIVAL ATTENDANCE 19,000+

AVERAGE HOUSEHOLD INCOME

150K

PERCENTAGE OF ATTENDEES FROM BROWARD COUNTY

46%

ATTENDANCE INCREASE FROM 2019 - 2025

254%

PERCENTAGE OF ATTENDEES
FROM OTHER PARTS OF
FLORIDA, THE UNITED STATES,
CANADA, THE CARIBBEAN,
LATIN AMERICA AND EUROPE

54%

260+ PARTICIPANTS



LOCAL AND INTERNATIONALLY KNOWN CHEFS



LOCAL RESTAURANTS AND CATERERS



WINERIES, CRAFT BREWERIES AND DISTILLERIES

INTEREST & AFFINITY CATEGORIES



BANKING & FINANCE



BEAUTY & WELLNESS



TRAVEL



LIFESTYLE & HOBBIES/ ART & THEATER



SHOPPING



BUSINESS PROFESSIONALS



NEWS & POLITICS/ AVID READERS



SPORTS & FITNESS



FOODIES

VLFoodWine.com



2025 PARTNER BRANDING















2025 PARTNERS











































































































































2025 BITES & SIPS





































































































































































































































IN THE NEWS



The Visit Lauderdale Food & Wine Festival has a multifaceted marketing strategy that focuses on robust social media campaigns, major local and regional print publications, radio giveaways and commercial spots, e-mail blasts, web banners, and outdoor advertising. Past and present coverage includes:







Patch

* SECRET MIAMI



OCEAN DRIVE

BEST





CITY SHORE







JustLuxe



Gold Coast

HOLLYWOOD





























AllWays













LUXURY



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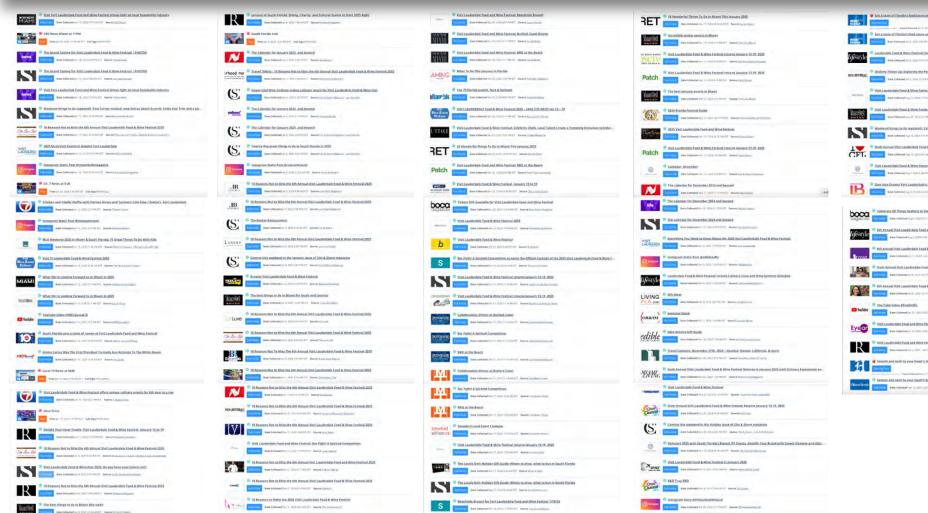






IN THE NEWS

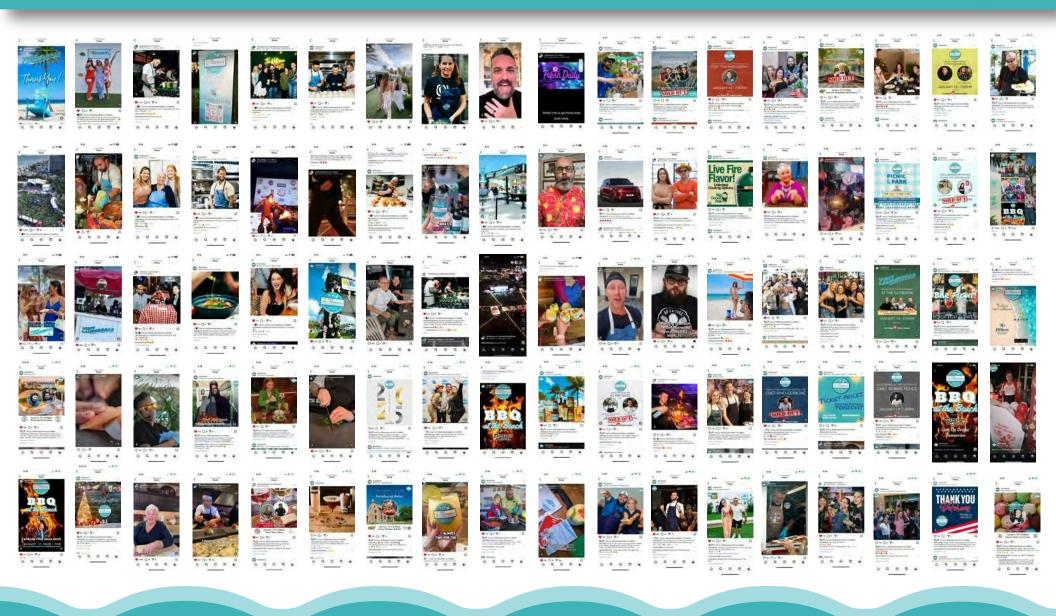






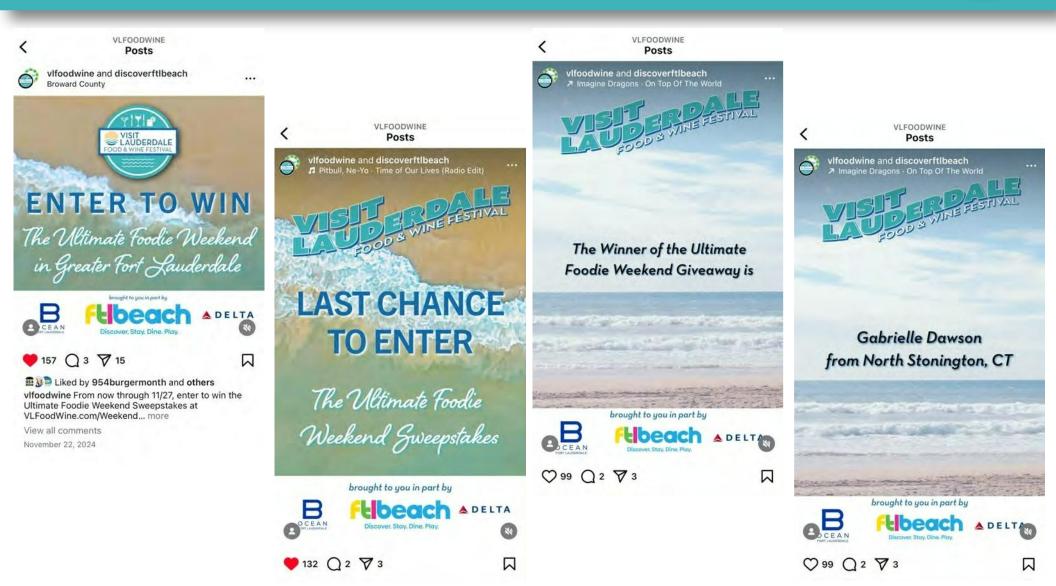
SOCIAL





SOCIAL CONTEST









MARKETING SCHEDULE



VLFWF 2026	Pre-Event		. Bent live							Day	for Tiny					2 20	Lint Call	
Countdown	Week 51 Week 50	Week 24	Week 20	Week 14	Week 13	Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1	Week 0
Date				7		111								11111111111			7	
Key Event	Event Return	Official Event Launch	Early Bird	Culinary Education Series Announced		Dining Series Announced		Advanced Proing		BBQ at the Beach Lineup		Cooking Demos Announced	Wek'n Roll Lineup	Beachside Brunch Lineup	Final Restaurant List	Final Beverage List	Last Chance	Event Opens
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Event Listings													-	-				
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Postcards																		

