

# BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

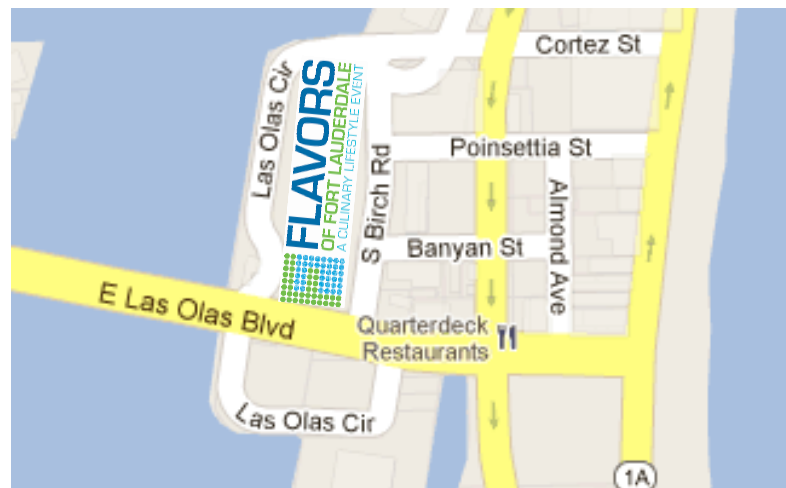
## EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(1) **Name of Event:**

Flavors of Fort Lauderdale

(2) **Location of Event (must be located within the CRA boundaries) – Please provide location map:**

Primary location: Las Olas Marina (E. Las Olas Circle at Cortez) with various ancillary events at Fort Lauderdale restaurants and/or venues



(3) **Date(s) of Event:**

Thursday, November 14 – Sunday, November 17, 2013

Thursday, November 14 and Friday, November 15 will consist of events that take place outside of the Las Olas Marina, at various restaurants and venues in Fort Lauderdale. Saturday November 16, 2013 and Sunday November 17, 2013 will take place at the Las Olas Marina.

(4) **Hours of Operation:**

The “main” Flavors events at the Las Olas Marina will take place:

Saturday, November 16, 2013: 5:00pm – 9:00pm

Sunday, November 17, 2013: 1:00pm – 5:00pm

(5) **Proposed Activities Planned:**

Flavors of Fort Lauderdale was established to showcase Fort Lauderdale as a true culinary destination. We have established a unique event identity using local businesses to showcase what Fort Lauderdale has to offer to both residents and visitors alike. Flavors is proud to collaborate with the City of Fort Lauderdale to enhance the city’s its mission of building a destination event that can serve to drive the local economy and showcase all of the “flavors” of the area.

In November 2013, Flavors of Fort Lauderdale will once again transform the Las Olas Marina parking lot into a culinary experience for both locals and visitors. Flavors will showcase the area's best restaurants, chefs and lifestyle activities that make Fort Lauderdale such a great destination. While Thursday and Friday events will (once again) take place around the Fort Lauderdale and the Beaches, Saturday and Sunday's events will take place at the Las Olas Marina and will each have their own theme (in 2012 Saturday's theme was female chefs and Sunday's was sustainable seafood) which we are in the process of confirming.

**(6) Total Cost of Event:**

Based on 2012 and projecting to 2013, the total cost of Flavors of Fort Lauderdale 2013 will be \$600,000.

**(7) Revenue Sources (other than amount requested from CRA):**

Corporate sponsorships, consumer ticket sales, vendor participation (exhibitors)

**(8) Amount Requested from CRA:**

\$40,000 for year 1 and \$35,000 for year 2.

**(9) Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative.**

Flavors of Fort Lauderdale is committed to positioning the destination as a world-class destination for both residents and visitors alike. The 2013 Flavors of Fort Lauderdale will keep its focus on being a culinary lifestyle event that will showcase some of the local market (Fort Lauderdale) activities that keep both tourists and "locals" engaged and spending money. The ability to showcase the wonderful selection of restaurants, hotels, attractions and unique one-of-a kind experiences from local chef demonstrations to Bocce provide a platform for all to enjoy.

The local support is critical to our success and we will look to drive consumption at local retailers with a wide range of social marketing activities and advertising. In addition, we fully recognize the value of working with local financial institutions, gourmet food shops, art galleries and even "big box" retailers.

Economic development is apparent at every vendor's location throughout our event, and we work very hard to provide consumption metrics that speak to the new and incremental spend made by our attendees.

An upscale culinary and lifestyle event such as Flavors will serve to enhance and promote CRA Beach hotels, restaurants, retailers and other businesses thereby increasing sales and spurring further capital outlays and encouraging new investment in the area.

*Please see the following Business Plan.*



## Introduction

Empire Force Events is one of the leaders in an industry that is crowded with homogenous event marketing companies. While there is a significant demand for “food and wine” events, it will be our ability to create a significant “point of difference” within the Greater Fort Lauderdale area that will give Empire Force Events the opportunity to grow this culinary lifestyle event on an annual basis.

The financial success *Flavors of Fort Lauderdale* will only be realized if we have the correct team in place, the appropriate date(s), and we remain sensitive to both the hospitality/event community and the revenue expectations of our partners. We will always be aware of the community, we will want to employ the right people, and we will work to attract the right kind of profitable participants.

Empire Force Events has an outstanding reputation within the communities of destination management, expositions, conventions and general events. While the first year of the *Flavors of Fort Lauderdale* event was launched with a focus on building an evergreen destination event, it has experienced a series of obstacles, including:

1. New and unexpected costs
2. Limited city advertising support (through signage, etc.)
3. A lack of active local vendors
4. Business community support
5. Ticket sales and pricing

*Flavors* will experience an immediate increase in business starting in 2013 given the way we positioned the event in 2012 and made an impression on the local community.

The immediate challenges to growing the event are driven more by the process of development, timelines and event schedules rather than any kind process issues. The existing business foundation was established and now we must leverage it going forward.

## Market Position and Strategy

Our existing competition can include the following:

- The Boca Food and Wine Festival
- The South Beach Food and Wine Festival
- The Palm Beach Food and Wine Festival
- The Las Olas Food and Wine Festival

The ability to communicate, sell and deliver new business opportunities to our participants will depend on access to these businesses, responsiveness from the community, marketing materials, timing and presentation materials.

Our focus will continue to be on creating a profitable event that will give back to Feeding South Florida and be financially viable (on its own) by 2015. Our sales organization will be uniquely positioned to deliver on this given our knowledge base, experience, and community position. While the sales organization will generate new participants, the event design and production staff has and will continue to set a standard of quality, creating an experience like none other (thus guaranteeing a sustainable event).

The sales approach will build on the existing Mission Statement that *Flavors* uses with all clients:

- Get to know our clients, their vision and their event objectives
- Create a strategic plan for achieving those objectives
- Develop innovative design solutions

- Map out every logistical detail
- Execute the plan flawlessly and professionally
- Review, learn, and revise

## Direct Sales

We have begun to establish a “consumer brand,” generated trial in 2012 and built a visually appealing and interactive event. The demand for a lifestyle show like *Flavors* that incorporates destination management, forward-thinking event design and production with an attention to the participants’ business objectives.

In addition to the sales responsibilities we have, there is an opportunity to obtain business for our participants on-site and year round.

## Print Advertising

It is critical to get the word out that *Flavors* is an annual event for the South Florida community and is here to stay. Keeping that in mind, this means that we need to be sensitive to costs and measure the print advertising’s effectiveness more closely going forward. The dollar amount and timing will need to be reviewed and be based on both the need and practicality. The publications to be considered for such print advertising efforts include the following trade publications:

1. Travel Host
2. Sun Sentinel
3. NewTimes

This advertising support will promote the *Flavors* event in an effort to make the telephone ring and foster new potential participants and attendees. Our 2013 media plan will be put in place once we have a more definite timeline and will respond to the booking cycles of the local consumer and trade market. This timeline will be established as soon as possible, as a comprehensive print campaign will need to be scheduled well in advance in order to meet advance print deadlines and requirements.

## Public Relations

This area of marketing is critical as we continue the project. Building upon what we established in its initial year, the PR effort focus in three main areas:

1. Hospitality and event industries
2. The trade and consumer campaign
3. Reputation monitoring

While we will need to generate the general/consumer press announcement, it will be our responsibility to identify the trades and pursue editorial opportunities and interviews that will best showcase *Flavors*. We have responded to a destination need and will attract new business to promote the growth of *Flavors* and bring attention to the Fort Lauderdale culinary and lifestyle offerings. Once the press has the appropriate understanding and knowledge base to editorialize, we will maintain open lines of communication and support the advertising program with properly placed editorial. This kind of information will need to be highlighted in:

1. Print
2. Broadcast
3. Digital media

## Digital Marketing / Website

The website will continue to play a critical role in managing *Flavors*, building business and providing accurate information. While we have the ability to provide all of the necessary contact information, we need a more accessible and user-friendly online presence. The website will need to include:

1. Contact information
2. Past vendor participants
3. Social media links and sidebar
4. Preferred vendor listings
5. Advertising space
6. Schedule of events (one-year out) – with interactive links to show websites; also have a calendar on the main homepage showing upcoming promotional schedule for the week/month.
7. Photo and video gallery to showcase past events
8. News/Media Area (which will host Press Releases, news clippings, etc.)
9. Blog (possibility)
10. Opportunity to sign up for newsletter (this will link seamlessly with e-mail management system and will capture names and e-mail addresses)

While the “look and feel” will be critical to support 2013, the functionality and ease of navigation will deliver for the ticket buyer. We will need to drive people to the web and build a database of potential buyers. The website must be comprehensive, informative, accessible and user friendly.

It is also important to consider the need for a continued e-mail marketing system (i.e. Constant Contact). This system allows for continuous and track-able communication with targeted groups and “lives” on the Internet (thus not taking up any server space). The custom e-mail marketing campaigns will promote *Flavors* on every level.

The last component of a digital marketing plan is social media. Facebook and Twitter are cost-effective ways to promote *Flavors* events while increasing the *Flavors* “digital footprint.” Building on the existing client and fan base, these outlets will allow for continuous promotion of events while also doubling as an “added value” source for client and sponsor promotions.

## Live Promotion

The promotional activities will be geared towards building business during down periods and will include community-based initiatives within the industry and hotel valley periods.

1. Launch Event
2. Cigar Dinner
3. Boat Show Event
4. Chamber of Commerce Events
5. BID Events
6. CVB Events
7. Media & Partner Events

## Summary

In summary, everything starts with a good event concept that is both well-priced and well-timed. We must continue to establish a service standard that is second to none and over-deliver on every level. *Flavors* will be the envy of the marketplace if we find the right attendee mix needed to deliver new business for our partners. The right marketing message continues to be critical if we are to build on the existing reputation and create more business for existing clients.

This event will be stand alone as we attract more sponsors, attendees and vendors. We will need the support of our partners to recognize that this community approach will only work if we get everyone on the same page with enough financial support or “seed money” to get us through the next few years and continue to provide an experience that is second to none.





# FLAVORS

## OF FORT LAUDERDALE

A CULINARY LIFESTYLE EVENT





# Pre-Flavors Promotional Events

## May 2012 – October 2012



### PLEASE JOIN US

for the official announcement of Greater Fort Lauderdale's newest culinary event: **FLAVORS OF FORT LAUDERDALE** a celebration of fine food and wine and the destination's top restaurants and culinary providers.

The morning event will feature a program of cocktails including the Honorable Mayor John P. "Jack" Soler, City of Fort Lauderdale, along with speakers from the City's Beach Business Improvement District, the Greater Fort Lauderdale Convention & Visitors Bureau and Flavors of Fort Lauderdale event sponsors.

Light refreshments will be served.

**WHEN:** Tuesday, May 15, 2012  
10:30am – 12:30pm

**WHERE:** Hugel's Catering  
4351 NE 12th Terrace  
Oakland Park, FL 33334  
..... (parking available on-site)

**Rsvp:** by Wednesday, May 9th  
to Arno Hunt  
www@flavor-promo.com



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# Thursday, November 8, 2012 ~ Off the Hookah Late Night Flavors, Presented by ISES SoFla/Caribbean Chapter





# Friday, November 10, 2012 ~ Westin Beach Resort Pool Deck Flavors Kick-off Party





# Saturday, November 10, 2012 ~ Las Olas Marina Flavors After Dark, Featuring the Five Fabulous Female Chefs





# Sunday, November 11, 2012 ~ Las Olas Marina Flavors Grand Tasting





# Flavors of Fort Lauderdale 2012

## Sponsors & Partners



### Gold:

- The Atlantic Resort & Spa, The Ritz-Carlton Fort Lauderdale, Sheraton Fort Lauderdale Beach Hotel, Southern Wine & Spirits of America, The Westin Beach Resort & Spa Fort Lauderdale

### Silver:

- Allied Kitchen & Bath, B Ocean, The Continental Group, Hyatt Regency Pier Sixty-Six, JM Lexus, Pelican Grand Beach Resort, Stella Artois, Whole Foods Market



### Event:

- Acqua Panna/S. Pellegrino, Bocce Nation, ChefUniforms.com, Cleveland Clinic Florida, Denison Yacht Sales, Doller Offshore Marine, FineWaters, Gunter Wilhelm, Hertz, Hugh's Culinary, King Arthur Flour, Monterey Bay Aquarium Seafood Watch, Off the Hookah, The Spice Quarter

### Media:

- Florida Travel+Life, Saveur, SunSentinel, TravelHost Elite

### Partners:

- Books & Books, Broward County Public Schools, Florida Restaurant & Lodging Association Broward Chapter, Greater Fort Lauderdale Chamber of Commerce, InterContinental Miami, ISES South Florida/Caribbean Chapter, Greater Fort Lauderdale Convention & Visitors Bureau, Sunbound, Way2Go Shuttle, Winterfest

# Flavors of Fort Lauderdale 2012

## Overall Review & Recap



- Weekend Attendance: 2,100 total
  - Saturday: 900 guests
  - Sunday: 1,200 guests
- Restaurant participants: 50+ between Saturday and Sunday
- Themed interactive pavilions, including:
  - Bocce Courts
  - General Cigar Lounge
  - Allied Kitchen & Bath Demo Stage
  - Cleveland Clinic Wellness Pavilion
  - Luxury Lifestyle (featuring boats and automobiles)
  - Stella Beer Garden
- VIP & Media Yachts, provided by Denison Yacht Sales & Doller Offshore Marine



# Flavors of Fort Lauderdale 2012

## Restaurant Participants



- 101 Ocean
- 15<sup>th</sup> Street Fisheries
- Aji Carbon
- Aruba Beach Café
- Bimini Boat Yard
- Bravo Italiano
- Brooklyn Italian Ice
- Café Vico
- Casa D'Angelo
- Casablanca Café
- Chart House
- Cheese Culture
- Chima Brazilian Steakhouse
- Dos Caminos
- Grill 401
- Hott Leggz
- Le Bistro
- Marios Catalina Restaurant



- New River Pizza
- North Ocean Grille
- Old Heidelberg Deli
- Palate Party
- Pelican Landing
- Ruth's Chris Steakhouse
- Sea Level
- Sette Bello
- Shula's On the Beach
- Spazio
- Stout Bar + Grill
- Sweet Bananas
- Tara Thai & Sushi
- Tatiana Restaurant
- The Brew
- Via Luna



- Ten local “celebrity chefs” conducted live culinary demonstrations on the Allied Kitchen & Bath Demo Stage, with the Sunday focus being on sustainable seafood (through support of sponsors Seafood Watch and Whole Foods Market)

### Saturday’s Five Fabulous Female Chefs:

- Elizabeth Barlow, *Dos Caminos*
- Lauren DeShields, *Market 17*
- Robyn Almodovar, *Palate Party*
- Jennifer Erickson, *Rocco’s Tacos*
- Shar Melwani, *Cookies By Shar*

### Sunday’s Sustainable Seafood Chefs:

- Johnny Vinczencz, *Johnny V Las Olas*
- Tony Sindaco, *Sea*
- Oliver Saucy, *Café Maxx*
- Ralph Pagano, *Sole on the Ocean*
- Dean Maxx, *DJM Restaurants*



# Flavors of Fort Lauderdale 2012 Feedback



*"I had a wonderful time. This is a event that I would love to attend next year."* -Attendee



*"I just wanted to send a huge THANK YOU for the wonderful day I had at the Flavors event. We were both so impressed by the organizational efforts, the seminars and participants for the event. I loved that Bocce court! GREAT job!"* -L. Russomanno, Bloomingdales



*"We had the best time yesterday! Tons of food! I will certainly attend next year!"* -Attendee

- More than 50 journalists attended the four-days of Flavors events
- Samples of Flavors coverage included:
  - Yahoo! News (57,236,162 unique visitors/month)
  - Broward Palm Beach New Times (74,135 unique visitors/month)
  - Examiner.com (7,977,448 unique visitors/month)
  - Topix.com (5,692,203 unique visitors/month)
  - WN.com (2,042,773 unique visitors/month)
  - AllVoices.com (563,645 unique visitors/month)
  - Fort Lauderdale Magazine (13,000 unique visitors/month)
  - Eater.com (4,500 unique visitors/month)
- To build the buzz, we hosted a Local/Regional Media Tour called the “Flavor Crawl” included journalists from:
  - WHERE Magazine, New-Times, Promenade News, Examiner.com National, Jetsetters Magazine, Caribbean Today, Social Miami, Our Town News and Fort Lauderdale Magazine
- In late October, Flavors was chosen for a featured segment on WSVN’s “Style File,” which featured five Flavors chefs and partners showcasing the cuisine that they would be preparing at Flavors (this reached an audience of over 477,725 viewers)





# Flavors of Fort Lauderdale 2012 Advertisements



- Flavors of Fort Lauderdale's media plan included print, digital, radio and television advertisements in order to reach potential attendees through a variety of outlets including:
  - TV – WFOR (CBS), WPLG (ABC), WSVN (Fox)
  - Radio – ClearChannel (7 stations), WQAM, Kiss Country
  - Print – Saveur Magazine, Florida Travel + Life, TravelHost, Sun Sentinel, New Times, Around Town, Yellow Cab, Think Magazine, Go Riverwalk
  - Digital – New Times, Tribune Digital



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- The event's objectives included:
  - To create an event that attracted both locals and visitors
  - To showcase the culinary lifestyle that is Fort Lauderdale in order to differentiate the area
  - To initiate an evergreen destination program
  
- The event's accomplishments included:
  - Hotel rooms
  - Economic impact
  - Establish a culinary lifestyle event different than any that have been done before in the area
  - Media focus on the culinary area
  - Spotlight on both restaurants and chefs
  - Bring restaurant, hospitality, culinary industry together to celebrate the Fort Lauderdale offering

- Parking
- Marina Fees
- Signage within the City / Beach
- Other Events



- In 2012, Flavors partnered with a local non-profit organization, *Feeding South Florida*. In keeping with the culinary theme of the event, the synergies between Flavors and *Feeding South Florida* were a natural fit. Our participating restaurants, sponsors and partners provided gifts which *FSF* raffled to obtain donations towards their cause.
- Moving forward into 2013, *Feeding South Florida* will be the sole beneficiary of Flavors of Fort Lauderdale, and we hope that in partnering with the organization, that their mission will continue to make strides in the struggle against hunger.
- *Feeding South Florida* provides food and other grocery products to those that are in need. In addition, *FSF* educates and engages the community to fight hunger and poverty. *Feeding South Florida* serves over 938,000 individuals in need in Miami-Dade, Broward, Palm Beach and Monroe Counties. *FSF* is one of the largest food banks in the state and is a member of Feeding America, the nation's leading domestic hunger-relief charity. In 2011 alone, *FSF* distributed over 30 million pounds of food valued at almost \$50 million within the South Florida community.

# Flavors of Fort Lauderdale 2012

## Financial Summary



<b>REVENUE</b>		
City Partnership	\$	60,000.00
Exhibitor	\$	7,950.00
Sponsorship	\$	64,500.00
Ticket Sales	\$	21,089.22
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TOTAL REVENUE	\$	153,539.22
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<b>COST OF GOODS SOLD</b>		
Technical Support	\$	31,000.00
Chefs/Stage	\$	14,996.00
Website & Creative Design	\$	60,814.00
Safety & Security	\$	14,966.50
Sales Agent Expense	\$	6,865.22
Sales Agent Fees	\$	35,400.00
Venue Build & Decorating	\$	14,061.00
Catering and Permits	\$	25,000.00
Tenting	\$	49,840.70
Parking Lot	\$	31,177.36
Dock Rental	\$	3,500.00
Waste Management	\$	1,000.00
Advertisements	\$	42,926.88
Flights, T&E, Incidentals	\$	20,000.00
Public Relations	\$	53,545.02
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TOTAL COGS	\$	405,092.68
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NET	\$	(251,553.46)



**Flavors requests a \$150,000 multi-year contribution investment based on:**

- The production costs for a four-day event (i.e. parking, marina fees, labor, etc.)
- Projected upgrades – including red carpet, additional lighting, more furniture for seating
- A larger event away from the Marina
- Expansion of *Flavors After Dark* (Saturday evening) and obtaining additional restaurants
- The waste/garbage numbers were underestimated in year one and we will double that expense in 2013
- Develop a Board of Directors
- To be able to make a larger contribution to *Feeding South Florida*

### **Rationale for \$150,000 request:**

1. Underestimated production costs in 2012
2. Necessary upgrades including carpet, additional lighting and furniture
3. City directional signage needs
4. Regional advertising
5. Saturday event food and beverage costs
6. Feeding South Florida contribution
7. Website functionality
8. Pre-event promotional events in 2013 and beyond
9. Full-time Fort Lauderdale staff addition
10. Commemorative program

### **Rationale for the multi-year request:**

- Help establish the event
- Offer an amenity to the CVB and hotels
- Facilitate the process to secure sponsors for multi-year commitment



- By December 21, 2012
  - Obtain BID approvals
  
- January 21, 2013
  - Register with city and receive first payment
  
- January 30, 2013
  - Submit promotional schedule
  
- May 1, 2013
  - Press announcement
  
- September 30, 2013
  - Program announcement
  
- October, 2013
  - Local promotional event with chefs, sponsors, restaurants
  
- By November 30, 2013
  - Flavors of Fort Lauderdale