



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

B. Is the company doing business under another name?

If yes, please list the name below.

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- Sole proprietorship
- Partnership
- Corporation
- S-Corp
- Limited Liability Corporation (LLC)



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3. Name and title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of the stated business above. If person signing the agreement on behalf of the company is not listed as authorized signor, a Corporate Resolution will be needed with the executed agreement.

[Empty text box for question 3]

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

[Empty text box for question 4]

5. Location of Event

Provide description and location map or site plan.

[Empty text box for question 5]

6. List all dates associated with this event

a. Set-Up Date:

b. Event Date:

c. Breakdown Date:

7. Hours of Operation:

8. Projected Attendance:

9. Cost to Attendees:

10. Total Cost of Event:



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11. Amount Requested from the BBID:

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

13. List other revenue sources, other than the amount requested from the BBID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of requested funds.

14. Please list proposed activities planned.

Attach a narrative, if necessary.

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



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- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BBID and the 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.**

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

- 18. Explain in detail how the proposed event will aid in the BBID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

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



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BID SPONSORSHIP TERMS

20. Describe how the BBID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- A. BBID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- B. BBID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- C. OPPORTUNITY FOR A 10' x 10' ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BBID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- I will request the BBID logo in the appropriate format for marketing purposes. BBID Manager will provide logo and manage usage.
- I will provide a PowerPoint presentation detailing the event or project to the BBID Committee 90 days prior to the proposed event or project.
- I have completed a new vendor application form with the City of Fort Lauderdale.
- I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- If the BBID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- If the BBID Committee recommends approval of 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. Address follows on the next page.



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

Please also submit electronic copies via e-mail to:

- o Tasha Cunningham, BBID Manager:
tasha@thebrandadvocates.com
- o Ingrid Kindbom, City of Ft. Lauderdale:
ikindbom@fortlauderdale.gov
- o Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

I understand that sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at the end of the event or project, along with supporting documents for expenses detailed in Question 12.

If the City Commission approves BBID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BBID Committee, no later than 60 days after the event.

I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City Manager's Office - Nighttime Economy Division
Attention: Ingrid Kindbom
300 SW 2nd Street, Ste 5
Fort Lauderdale, FL 33312
ikindbom@fortlauderdale.gov



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GRANT APPLICATION
BID SPONSORSHIP TERMS

When does your fiscal year end?

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



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GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

[Redacted area for contact information]

Prior to signing this 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
 - AS THE APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT
- or*
- NOT AUTHORIZED TO SIGN AGREEMENT

BBID FUNDING HISTORY
(For BBID Staff Use Only)

[Redacted area for BBID funding history]

APPLICANT FULL NAME (PRINT)

Benjamin S. Jelley

APPLICANT SIGNATURE

MANAGER:

COMPANY NAME AND TITLE

Benjamin S. Jelley

DATE SIGNED

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, 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.

Fort Lauderdale Airshow Application Attachment

Q16: List of host hotels 2022 as per February 8, 2022:

<https://fortlauderdaleairshow.com/hotels/>

Q17: Ticket prices range from \$25 - \$400

Q22: What are the dollar amounts corresponding to the different sponsorship levels?

Title - \$200,000

Presenting - \$100,000

General - \$80,000

Colonel - \$50,000

Lt. Colonel - \$25,000

Captain - \$10,000

Lieutenant - \$5,000

We also have exhibit spaces for \$10/sq ft.



April 30-May 1, 2022
Fort Lauderdale Beach

2022 Fort Lauderdale Air Show

A signature event for the community

- ✈️ General viewing is and always has been free of charge**
- ✈️ Our two mile wide stage-in-the-sky can be seen anywhere from FL Beach**
- ✈️ Spectators can view from the beach, their backyard, boat or hotel balcony**
- ✈️ The air show attracts destination visitors and boosts hotel occupancy and rate**
- ✈️ The air show is an inspiring event for local residents of Broward County**

2022 Fort Lauderdale Air Show

Continuing our focus on promoting the destination and tourism

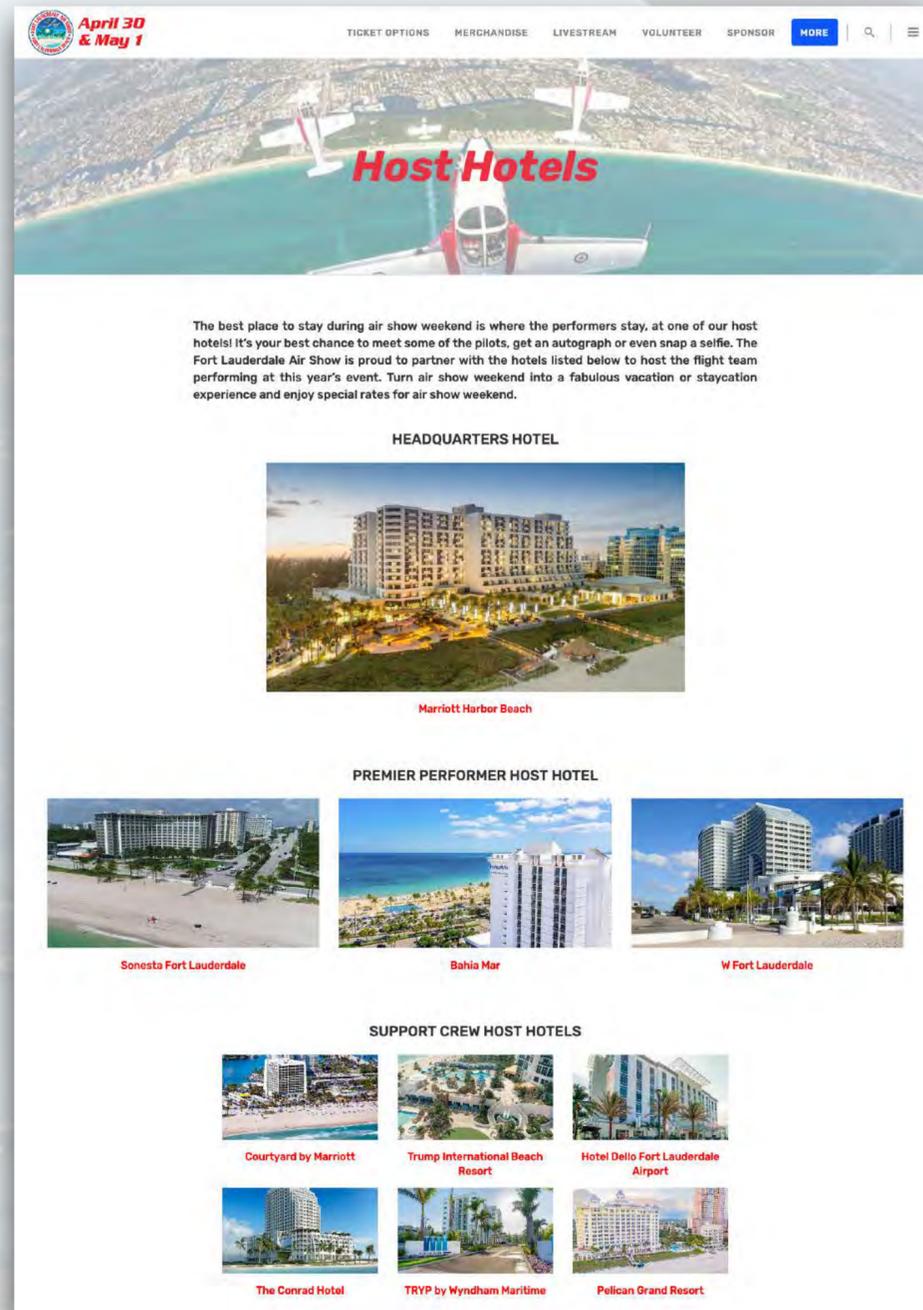
- ✈️ Reimagined materials that focus on the destination first, then the jets**
- ✈️ New website with destination marketing slide and host hotel portal**
- ✈️ Host hotel portal is widely accessible across the entire website**
- ✈️ Destination specific email campaigns featuring host hotels**
- ✈️ Enhanced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

Host Hotel Page Traffic

from February 12 - May 9, 2021

Host Hotel Page Analytics

- ★ 37,214 total visits in three months
- ★ 15,361 unique visitors in three months



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

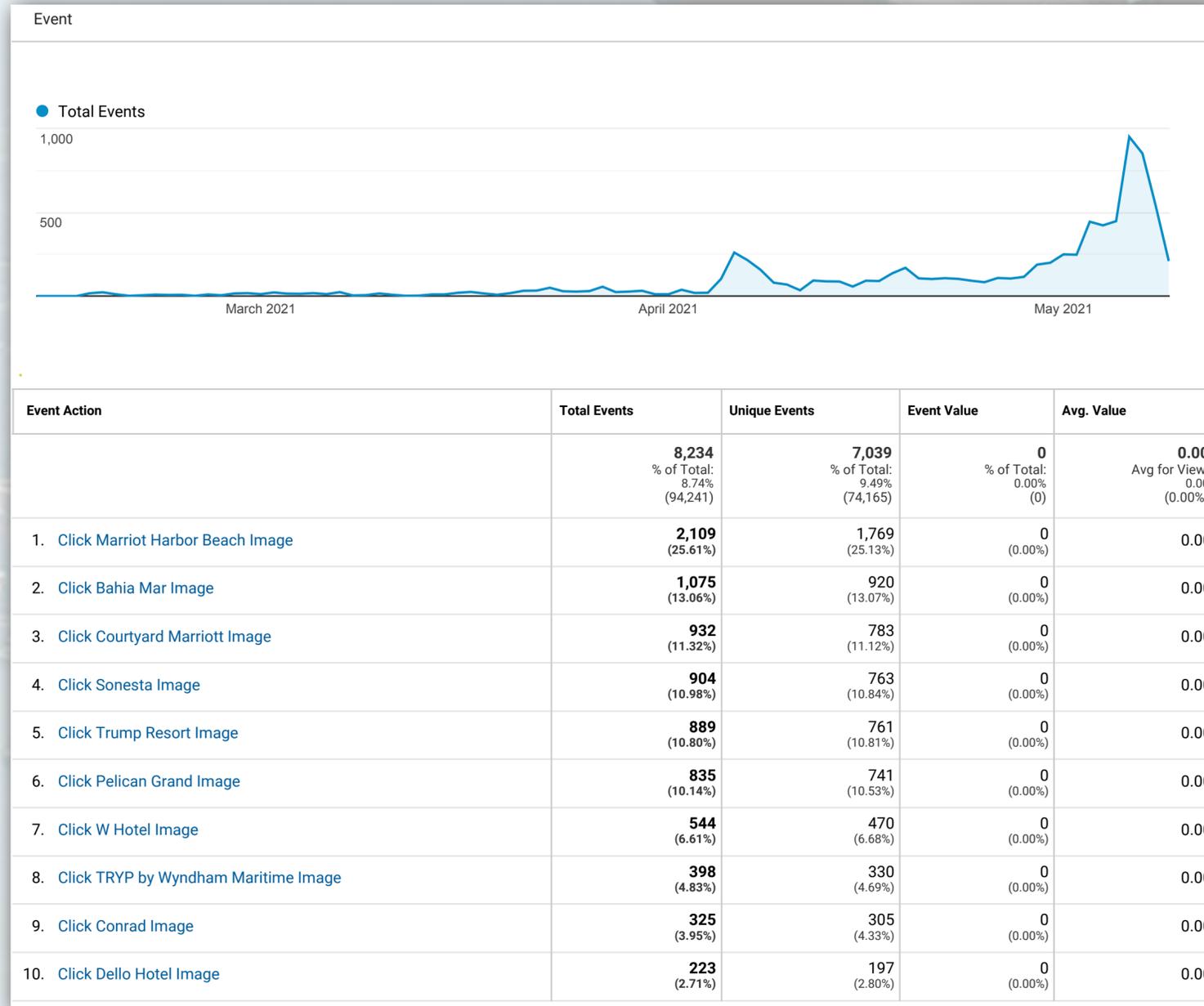
From an Independent Research Study at the 2019 Fort Lauderdale Air Show

- ★ 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



Host Hotel Page Referrals

from February 12 - May 9, 2021



Hotel Click-thru Tracking

- ★ 8,234 total click thrus to ten different hotels
- ★ 7,039 unique click thrus (unique visitors)

Referrals were direct to the website URL provided by each hotel

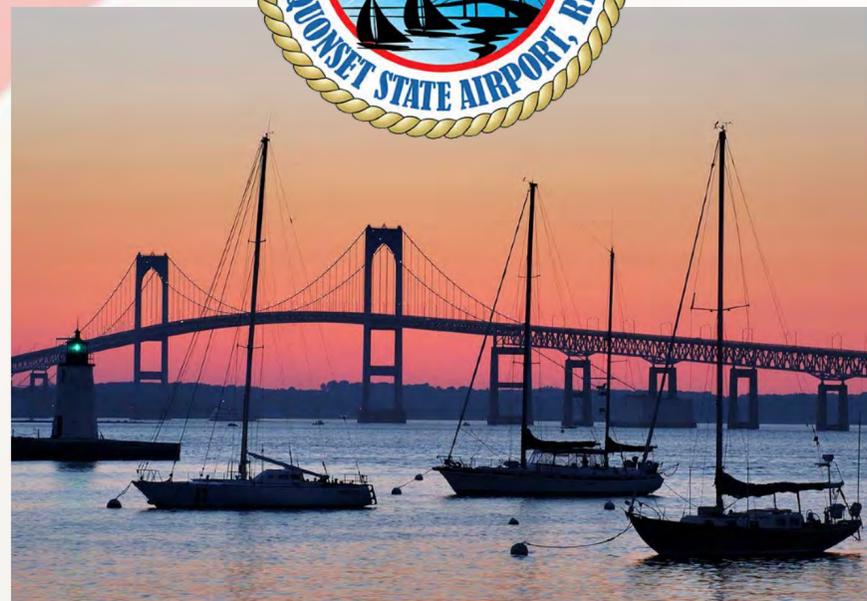
The program level positioning (headquarter, performer or support hotel) and date of entry for each hotel impacted referrals



The AirDotShow Live Tour

Attracting a nationwide audience to our events

- ✈️ Just like football has the NFL and racing has NASCAR, aviation has AirDotShow**
- ✈️ Over 1 million users have visited the AirDotShow website since its 2020 launch**
- ✈️ The Fort Lauderdale Air Show will be the kick off destination of the 2022 tour**
- ✈️ Every AirDotShow Live event is held in a desirable travel destination**
- ✈️ 15 percent of U.S. online audience self-designates as interested in aviation**
- ✈️ The combination of aviation interest and destination travel attracts visitors**
- ✈️ The tour's variety of travel destinations appeals to a national audience**



2021 Fort Lauderdale Air Show

Four Month Geographic and Visitor Info

from FortLauderdaleAirShow.com - January 1 - May 10, 2021

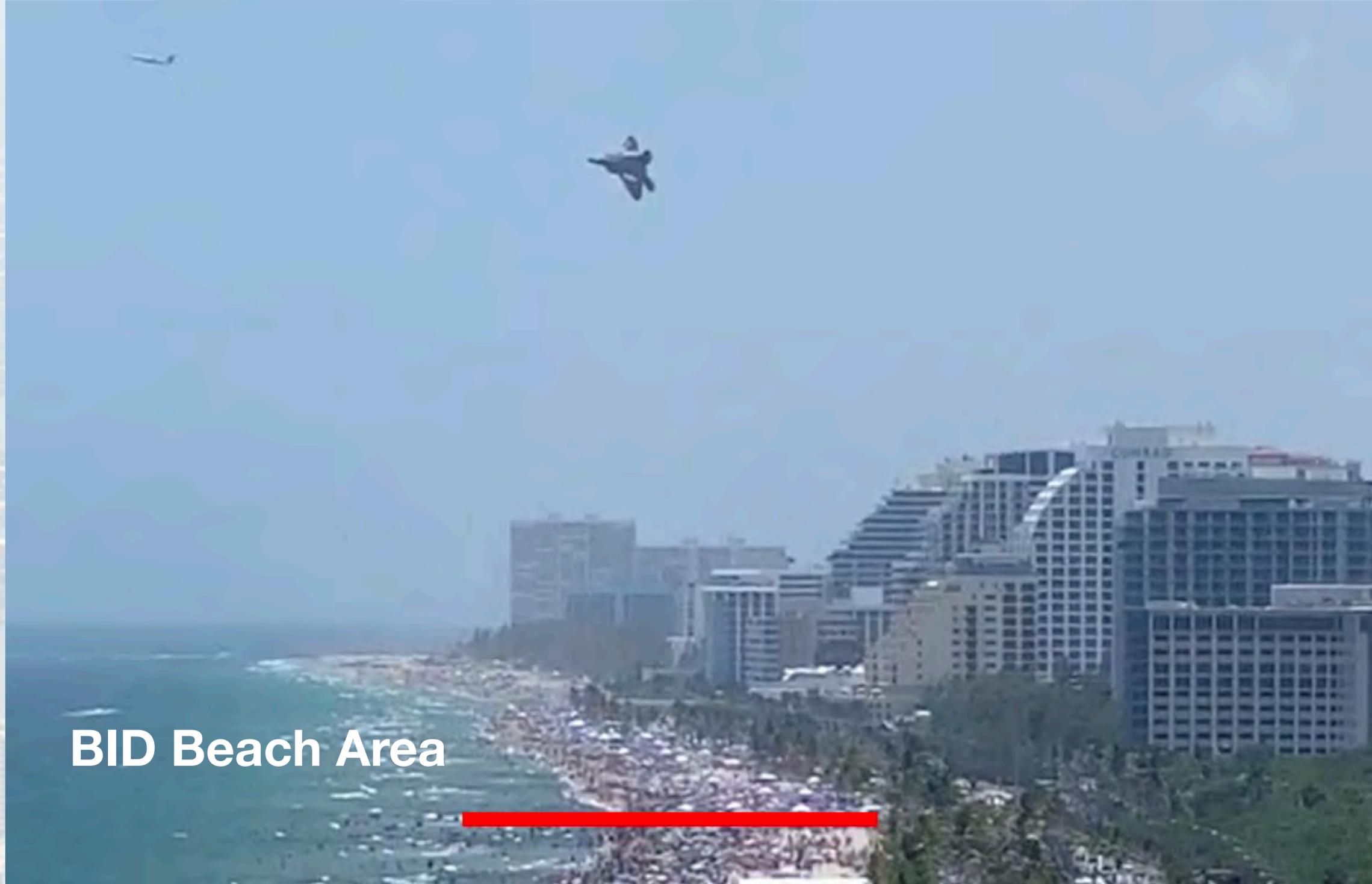
- ✈️ 270,213 sessions (total visits)
- ✈️ 185,151 users (unique visitors)
- ✈️ 3,556 users from outside the USA
- ✈️ 21,430 users from outside Florida
- ✈️ 160,165 users from inside Florida

160,165 Florida visits came from:

- ✈️ 41,371 from outside the metro area
- ✈️ 118,794 from Fort Lauderdale/Miami

FORT LAUDERDALE AIR SHOW

Viewing of the event inside the BID Area

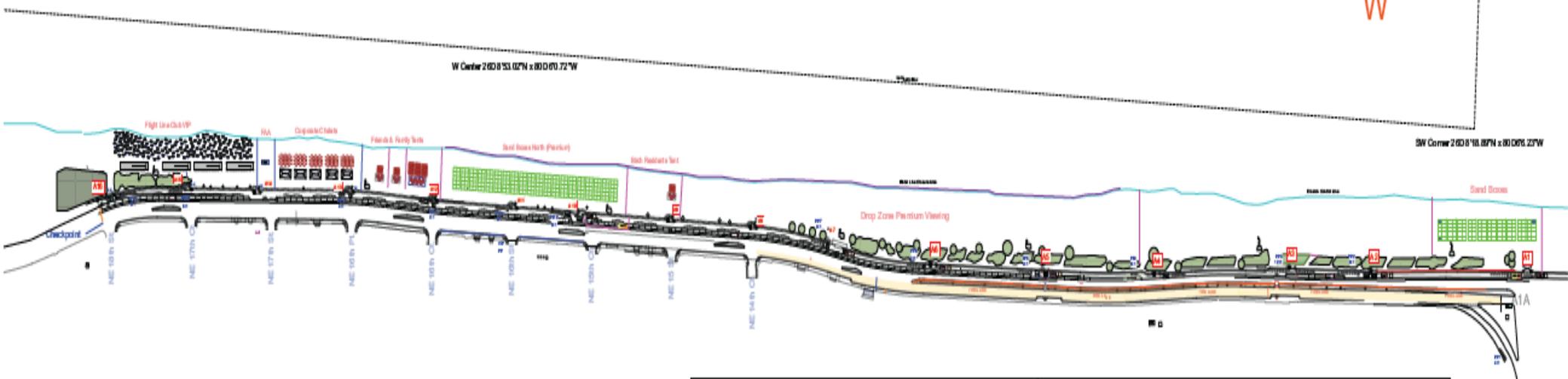
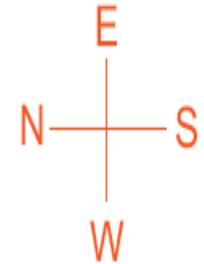


BID Beach Area

2022 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 2022 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**



FORT LAUDERDALE AIR SHOW

April 30 - May 1, 2022

Fort Lauderdale Air Show,
 PO Box 360857 Melbourne, FL 32936
 717-583-0800 Ofc 717-583-0860 Fax

DRAFT

Revision:
 12/28/2021

- | | | | |
|--|--------------|--|---------------|
| | Concrete | | Check-in Tent |
| | Mechanics | | VIP Trailer |
| | Pot o'lets | | Catering |
| | Compters | | |
| | Airbon Stand | | |
| | TOD | | |
-
- | | |
|--|--------------------------|
| | French Barricade |
| | Rope and Stakes |
| | Obtain Control Line |
| | Water Line (Course Line) |