

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025 (October 1, 2024 – September 30, 2025)

GENERAL INFORMATION

1. Name of Event: FlockFest 10th Annual Beach Party

2. Registered Business Name: FlockFest Events, Inc

3. Fictitious name, if applicable:

4. Company Address: PO Box 70384, Ft Lauderdale, 33307

5. Amount requested from BBID: 25,000

6. Indicate what the amount will be used for:

A portion of the funding from the BIDD will be allocated for purposes related to the FlockFest Beach Party. The actual costs are significantly higher.

Marketing (All media formats): \$5000 - This budget is designated for marketing activities across various media formats including social media to promote and create awareness about the event.

Beach Infrastructure for the event (tents, French barricades, DJ, permits): The allocation for this aspect suggests that funds will be used for essential event infrastructure, including tents, French barricades, a DJ, and permits.

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: Kevin J Clevenger

Office phone: 954-529-4392

Cell phone: 954-529-4392

E-mail: kevin@flockFestevents.org

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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.

Event Description:

Join us for the 10th Annual FlockFest Beach Party, a one-of-a-kind event held on the beautiful beaches of Fort Lauderdale. With thousands of attendees from all over the country, this beach party is a must-attend for anyone looking to soak up the sun, have some fun, and create unforgettable memories.

At FlockFest, attendees have the option to purchase individual tickets or a 10x10 cabana, which they can decorate with the best flamingo decor. So get your creativity flowing and transform your cabana into a tropical paradise adorned with vibrant flamingos.

And that's not all—we have over 1,000 flamingo floats, all branded with the Visit Lauderdale logo. So grab your friends, hop on a float, and glide across the turquoise waters as you soak in the beauty of Fort Lauderdale's beaches.

Get ready for a day of non-stop fun, laughter, and pure beach bliss. Don't miss out on the 9th Annual FlockFest Beach Party - the ultimate beach gathering you won't want to miss.

Target Demographic: LGBTQ+ community of age of 30-65 with household income \$75k+

Marketing: Our promotional video highlights the beauty of Fort Lauderdale Beach with inclusivity and diversity.

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

Fort Lauderdale Beach Park, 1100 Seabreeze Blvd, Fort Lauderdale
Between lifeguard stands 2 and 3. Directly behind the permanent rest rooms.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s): Friday, July 11th Setup and event day is Saturday, July 12th

b. Event dates(s) and hours: Saturday, July 12th 11am-4pm

c. Breakdown date(s): Saturday, July 12th 4pm

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:

FlockFest Beach Party has been a recurring event since 2015 and has consistently taken place on Fort Lauderdale Beach, except in 2020.

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

Ticket sales provide a tangible metric indicating the level of interest and participation in our events. On the other hand, social media impressions offer insights into the reach and engagement with our target audience.

Attendance Rate: Compare the number of tickets sold to the actual attendance to assess the event's popularity and draw.

Engagement Metrics: Monitor social media engagement metrics, including likes, shares, comments, and click-through rates, to gauge the level of audience interaction.

Feedback and Reviews: We collect feedback from attendees through surveys or reviews to understand their satisfaction and identify areas for improvement.

Return on Investment (ROI): Evaluate the financial success of our events by comparing the revenue generated to the costs incurred.

Audience Demographics: Understand the demographics of our audience to tailor future events to their preferences. By combining these metrics, we gain a comprehensive view of our events' success and make informed decisions for future planning.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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.

FlockFest collaborates with hotels on Fort Lauderdale Beach to secure special deals for attendees. Promoting these deals through multiple channels, including the website, social media, and eblasts, is a strategic way to enhance the overall attendee experience and increase engagement.

We also have Visit Lauderdale as a major sponsor of the event and they provide around \$12,500 of cash sponsorship and \$12,500 of in-kind marketing for the event.

Furthermore, the initiative to encourage attendees to dine at local restaurants on the beach not only contributes to the event experience but also plays a vital role in generating a positive economic impact on beach businesses. This approach not only benefits local establishments but also serves to showcase Fort Lauderdale Beach as a world-class destination, fostering community engagement and support.

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.

Marketing Plan for the 10th Annual FlockFest Beach Party Week

Digital Marketing: Website: Feature the event on our website providing essential information, ticket details, and a visually appealing showcase of the event.

*Social Media Campaigns: Implement a robust social media strategy across platforms (Facebook, Twitter, Instagram, Tik Tok) engaging content, countdowns, and highlights. Utilize event-specific hashtags for user-generated content.

*Paid Advertising: Run targeted online advertisements on platforms like Google Ads and social media to reach a wider audience.

Email Marketing:*E-blasts: Regularly send out email newsletters to the event database, featuring event updates, special announcements, and exclusive offers.

Partnerships and Collaborations: *Hotel Collaborations: Leverage partnerships with local hotels to offer special deals for attendees. Promote these deals through email campaigns, social media, and the event website.

Local Business Collaborations: We Partner with local businesses for cross-promotions. This could include joint advertising efforts, discounts, or exclusive offers for event attendees.

Traditional Marketing:*Print Media: Design and distribute eye-catching posters, flyers, and brochures at strategic locations such as local businesses, community centers, and event hotspots.

*Press Releases: Issue press releases to local newspapers, magazines, and online publications to secure media coverage and generate buzz.

Event Branding:*Logo and Branding Materials: Execute visually appealing materials for consistency across all marketing channels.

Influencer Marketing:*Local Influencers: We partner with local influencers or community leaders to promote the event through their social media channels or blogs.

Event Listings:*Local Event Listings: Ensure the event is listed on local event platforms, community calendars, and tourism websites.

Analytics and Monitoring:*Data Analysis: We regularly analyze the performance of marketing activities using analytics tools. Adjust strategies based on real-time data to optimize results.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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

We would like to offer a Platinum-level sponsorship for \$25,000, this would include the following:
2024 Sponsorship Package 9th Annual Beach Party Week:
Flock the Block and Beach Party Deliverables:
The BBID logo will be on marketing materials with other sponsors
Beach Party activation on Saturday, July 6th on Fort Lauderdale Beach
Logo on rotation on screen for DJ booth in the entertainment area
Linked logo on sponsor page for all of 2024
Logos on 2 barricade covers at the Beach Party
2 Social media posts with logo and link to your website and 2 following the event (4 total)
Logo on sponsor banner used at each event during FlockFest Week
Rotating logo displayed at all 6 SPLASH Pool parties (The Easton Rooftop Pool)
6 Sponsor bracelets for the weekend pass that includes Beach Party and Flamingo Splash
Option to have an item(s) in swag bags
Total Package \$25,000 Beach Party Week

18. C

- ☐ 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.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

Applicant Organization:	FlockFest Events, Inc	
Name of Event:	FlockFest 10th Annual Beach Party	
BBID Funding Request		25,000
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales		145000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		120000
Concession/Vendor Revenue		0
Other (specify):		0
Total Revenue		290000
Percent of Revenue Covered by BBID		.09
Expenses		Projected \$ Amount
Venue		1200
Entertainment/Performers/Presenters		4500
Permits & Licenses		750
Staff		20000
Security		3500
Catering		10000
City Services (Public Safety, Parking, City Staffing etc)		3500
Advertising/Promotions		15000
Photography/Videography		1500
Displays, Décor, Supplies & Swag		25000
Cleaning & Sanitation		6000
Equipment Rental		3800
Taxes & Fees		1200
Ticketing/Access		700
Signage		2500
Office Expenses		5000
Other (specify): Event insurance including liquor liability		14000
Other (specify): Tents, barricades, MOT, Stage, generators, mixers		45000
Total Expenditures		163150
Percent of Expenses Covered by BBID		
Net Profit/Loss		126850

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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).

FlockFest is committed to fostering an environment that embraces diversity, equity, and inclusion (DEI) in all aspects of its event planning and execution. The following elements highlight how FlockFest incorporates DEI principles:

Inclusive Programming:
FlockFest designs its programming to be inclusive and welcoming to attendees of all backgrounds, irrespective of age, gender, race, sexual orientation, or identity. Events and activities are curated to cater to a diverse audience, ensuring a broad range of interests are represented.

Representation:
FlockFest actively seeks representation across its promotional materials, including marketing campaigns, website content, and social media. This includes featuring diverse individuals in event imagery, and ensuring that the promotional materials reflect the inclusivity of the event.

Accessible Spaces:
We prioritize accessibility to ensure that all attendees, regardless of physical abilities, can participate comfortably. This includes accessible venues, clear signage, and accommodations for those with mobility challenges.

Collaboration with LGBTQ+ Community:
FlockFest focuses on collaboration with and support for the LGBTQ+ community. The event actively engages LGBTQ+ organizations, businesses, and influencers, fostering a sense of community and solidarity.

Affordability and Accessibility:
FlockFest strives to make the event affordable and accessible to a wide range of individuals. This may include offering different ticket options, providing discounts, or collaborating with local organizations to ensure financial accessibility.

Safety and Inclusivity Policies:
FlockFest implements comprehensive safety and inclusivity policies that explicitly state a zero-tolerance approach towards discrimination, harassment, or exclusion. These policies contribute to creating a safe and respectful environment for all attendees.

Community Engagement:
Actively engaging with the local community and seeking input from diverse perspectives ensures that FlockFest is responsive to the needs and preferences of a broad audience. Community feedback is valued in the planning and improvement of each event.

Vendor and Sponsor Diversity:
FlockFest encourages diversity among its vendors and sponsors, promoting businesses owned by individuals from underrepresented groups. This approach contributes to economic equity and supports a variety of enterprises.

23.

FlockFest places a strong emphasis on environmental responsibility and safety, particularly regarding turtle safety on the beach. The following points highlight the measures taken to ensure compliance and maintain the well-being of the natural environment:

Turtle Safety Compliance:

FlockFest actively collaborates with the state to adhere to regulations and guidelines related to turtle safety. This may include implementing measures to minimize disturbance to nesting areas and following protocols to protect sea turtle habitats during the event.

Additional Lifeguards:

The event organizers prioritize attendee safety by hiring additional lifeguards. This proactive approach ensures that the beach is well-monitored, creating a secure environment for all participants. The increased presence of lifeguards contributes to quick response times in case of emergencies.

Cleaning Crew:

FlockFest's commitment to leaving the beach in pristine condition is reflected in the hiring of a dedicated cleaning crew. This team works diligently to clean up after the event, removing any debris or waste to maintain the natural beauty of the beach.

Environmental Stewardship:

Waste Management:

Implementing effective waste management practices is crucial to minimizing the event's environmental footprint. FlockFest may utilize recycling stations, encourage responsible waste disposal, and employ eco-friendly materials to reduce environmental impact.

Community Engagement:

FlockFest may involve the local community in its environmental efforts, fostering a sense of shared responsibility. This could include organizing beach clean-up initiatives in collaboration with community members and environmental organizations.

Continuous Improvement:

Regularly reviewing and improving environmental practices demonstrates FlockFest's commitment to sustainability. This may involve seeking feedback from environmental experts, monitoring the impact of the event, and making adjustments to enhance environmental conservation efforts.

By working closely with the state, hiring additional lifeguards, and employing a dedicated cleaning crew, FlockFest not only ensures compliance with regulations but also actively contributes to the preservation of the beach ecosystem. This approach aligns with responsible event management and demonstrates a commitment to environmental sustainability.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

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.

Steven Crawford Founder, Executive Director

Kevin J Clevenger

Applicant Full Name (print) and Title

FlockFest Events, Inc

Company Name



Applicant Signature

9/18/2024

Date Signed

Contact information for inquiries:

City of Fort Lauderdale

Daphnee Sainvil, Public Affairs Division Manager

Phone: 954.828.6075

Email: DSainvil@fortlauderdale.gov