



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024 (October 1, 2023 – September 30, 2024)

GENERAL INFORMATION

1. Name of Event: Visit Lauderdale Food & Wine Festival
2. Registered Business Name: Greater Fort Lauderdale Food & Wine Festival, Inc.
3. Fictitious name, if applicable: Visit Lauderdale Food & Wine Festival
4. Company Address:
2369 N 37th Ave. Hollywood, FL 33021
5. Amount requested from BBID: \$ 70,000

6. Indicate what the amount will be used for:

BID Funding will be used for brand development, promotion of the destination, and production costs directly related, but not limited to, advertising/ marketing, talent acquisition, and production (including fencing, infrastructure, road closure, security, sanitation, cleanup, promotions, printed materials, marketing, logistics, police detail, Fire/ EMS, tents, tables, chairs, talent fees, talent airfare and accomodations, signage, etc.).

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: Kate Reed
- Office phone: _____
- Cell phone: (585)750-9468
- E-mail: kate@66pros.com

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

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.

The Visit Lauderdale Food & Wine Festival is a week-long series of events designed to promote Broward County's culinary scene on a national and international level. The series includes culinary classes, wine seminars, mixology events, a bartender competition, chef-driven pairing dinners, a BBQ competition, a large scale Grand Tasting and a family-oriented picnic in the park with kid-friendly classes and activities. We bring in nationally recognized talent to help promote the destination, while focusing on the world-class talent the destination has to offer. We partner directly with Visit Lauderdale to market the event globally, while focusing heavily on national and regional campaigns as well.

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

The Visit Lauderdale Food & Wine Festival has over 20 events that happen all over Broward County. The two largest events (the Grand Tasting and Picnic in th Park) take place at Las Olas Oceanside Park, 3000 E. Las Olas Blvd. Fort Lauderdale, FL 33316.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

- a. Set-up date(s):
- b. Event dates(s) and hours:
- c. Breakdown date(s):

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:

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

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

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.

The goal of the Festival is to promote Fort Lauderdale's culinary scene on a national and international level. Our featured event, The Grand Tasting, 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. During the 2023 Festival we brought in attendees from 41 states and 11 countries.

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.

The Visit Lauderdale Food & Wine Festival implements a multi-faceted marketing campaign to include regional, national and international campaigns. Campaign formats include TV, Radio, print, and digital to encourage foodie destination travel. Past campaigns have generated in excess of 180 million media impressions with a Media and PR value of \$4.5 million dollars. See attached plan.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

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

Partnership Levels:
Title: \$250,000 (SOLD)
Festival Presenting: \$125,000
*Grand Tasting/ Picnic in the Park Presenting: \$75,000 (BBID Partnership Level)
Grand Tasting VIP Lounge Presenting: \$50,000
Grand Cru: \$35,000
Poolside BBQ Battle Presenting: \$15,000
Bar Fight Presenting: \$10,000
Official Category Partner: \$10,000
Private Reserve: \$7,000
Sommelier: \$3,500
Connoisseur: \$2,000

*BBID Partnership Level

18. Describe how the BBID's sponsorship will be included in the advertising and marketing efforts for the event. Provide proofs where applicable and check mark the box next to the term if you agree.

- 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 2024

SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

Applicant Organization:	Greater Fort Lauderdale Food & Wine Festi	
Name of Event:	Visit Lauderdale Food & Wine Festival	
BBID Funding Request		\$ 70,000
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales		\$ 150,000
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		\$ 350,000
Concession/Vendor Revenue		\$ 3,500
Other (specify):		
Total Revenue		\$ 573,500
Percent of Revenue Covered by BBID		12%
Expenses		Projected \$ Amount
Venue		\$ 150,000
Entertainment/Performers/Presenters		\$ 85,000
Permits & Licenses		\$ 2,500
Staff		\$ 25,000
Security		\$ 15,000
Catering		\$ 9,500
City Services (Public Safety, Parking, City Staffing etc)		\$ 10,000
Advertising/Promotions		\$ 100,000
Photography/Videography		\$ 15,000
Displays, Décor, Supplies & Swag		\$ 50,000
Cleaning & Sanitation		\$ 15,000
Equipment Rental		\$ 35,000
Taxes & Fees		\$ 12,000
Ticketing/Access		\$ 7,500
Signage		\$ 8,500
Office Expenses		\$ 10,000
Other (specify): Insurance		\$ 5,000
Other (specify):		
Total Expenditures		\$ 555,000
Percent of Expenses Covered by BBID		13%
Net Profit/Loss		\$ 18,500

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

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).

The Visit Lauderdale Food & Wine Festival prides itself on being diverse and equitable while providing a variety of festival experiences. As Visit Lauderdale's tagline states, we welcome 'Everyone Under the Sun' whether it be a hospitality business within one of Broward County's 31 municipalities that would like participate in the festival or as it pertains to our audience which represents guests from 40+ states and 10+ countries.

SECTION 6: OTHER IMPORTANT CONSIDERATIONS

23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

The purpose of the Visit Lauderdale Food & Wine Festival is to bring attention to the amazing culinary scene in Greater Fort Lauderdale and draw visitors to the area. We have implemented an aggressive National billboard campaign to bring in visitors from other states as well as working with the CVB to draw in visitors from out of the country. Our goal is to continue to attract visitors from out of town and show them the beauty and culture that Fort Lauderdale Beach has to offer.

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REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

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 2024

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)*

Total: \$145,000
FY2022:\$75,000
FY2023:\$70,000

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.

Katrina E. Reed	
Applicant Full Name (print) and Title	Applicant Signature
Greater Fort Lauderdale Food & Wine Festival	01/27/2022
Company Name	Date Signed

Contact information for inquiries:
 City of Fort Lauderdale
 Ingrid Kindbom, BBID Program Manager
 Phone: 954.828.6178
 Email: ikindbom@fortlauderdale.gov



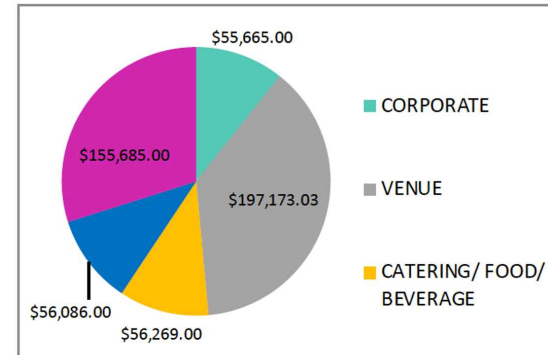
2023 FINANCIALS



EVENT P&L

Expenses	Actual Cost
CORPORATE	
Corporate	\$ 55,665.00
VENUE	
General Supplies/ Event Labor/ Event Constructio	\$ 49,459.00
Licenses & Permits	\$ 2,780.00
City/ County Support Services	\$ 3,354.00
Insurance	\$ 3,000.00
Furniture/ décor	\$ 49,059.00
Infrastructure rentals (tents, tables, chairs, stage	\$ 20,534.00
AV Equipment rentals (speakers, microphones, et	\$ 21,400.00
Security	\$ 8,760.00
MOT	\$ 4,654.50
Cleaning/ Sanitation	\$ 4,969.00
Decorations	\$ 4,150.00
Ticketing/ Access	\$ 3,703.10
VIP	\$ 11,505.00
Signage	\$ 9,845.43
CATERING/ FOOD/ BEVERAGE	
Food	\$ 38,354.00
Beverage	\$ 16,435.00
Other (Ice)	\$ 1,480.00
PROGRAM	
Presenters/ Performers	\$ 31,420.00
Presenter/performer travel, lodging and meals	\$ 16,086.00
Photographer / Videographer	\$ 8,580.00
MARKETING/ ADVERTISING/SALES	
Paid advertising/ Promotions	\$ 80,483.00
Web/ Social/ Email	\$ 28,583.00
Flyers/ Agenda/ Programs	\$ 1,349.00
Swag (stickers, keychains, bags, cups, etc.)	\$ 13,535.00
Chefs Aprons/ Shirts/ Clothing	\$ 5,451.00
Sales/ PR	\$ 26,284.00
EXPENSES TOTAL	\$ 520,878.03

Expense Breakdown	Actual Totals
CORPORATE	\$ 55,665.00
VENUE	\$ 197,173.03
CATERING/ FOOD/ BEVERAGE	\$ 56,269.00
PROGRAM	\$ 56,086.00
MARKETING/ ADVERTISING/SAL	\$ 155,685.00
GRAND TOTAL	\$ 520,878.03



INCOME	
Sponsorships	\$ 410,850.00
Ticket Sales	\$ 102,375.62
INCOME TOTAL	\$ 513,225.62

BID LOGO EXAMPLES

