



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

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.

1. Event Name:
2. Registered Business Name:
3. Fictitious name, if applicable:
4. 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:

SECTION 2: CONTACT INFORMATION

6. Primary Contact Information:

- a. Name:
- b. Title:
- c. Office Number:
- d. Mobile Number:
- e. Email Address:

7. Company Organization:

- a. Name of Organization:
- b. Street Address:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

- c. City:
- d. State:
- e. Zip Code:
- f. Country:

SECTION 3: ABOUT YOUR ORGANIZATION

8. **Organization Overview:** Describe the organization, including how many years it has been in business, experience producing similar events, and other events produced in South Florida.

A 54 year old Tradition in South Florida, the Seminole Hard Rock Winterfest Boat Parade is a 12 mile boat parade starting in the New River and then up the Intracoastal to Pompano Beach bringing many opportunities to view the parade along the route.

SECTION 4: EVENT INFORMATION

9. **Event Details:**

- a. Name of Event:
- b. Event Date(s):
- c. Event Venue(s):

10. **Event Description:** Describe the event, and explain how it will attract tourists, and its target audience. Include how it aligns with local and regional tourism strategies to position Fort Lauderdale Beach as a world-class destination.

The public viewing area is a ticketed event that has a festival like atmosphere and the largest organized viewing area along the 12 mile parade route. We provide seating for the guests, live entertainment, food and beverages and a variety of activities for all ages. It is part of a 3 million dollar advertising campaign promoting this 54 year old event and bringing in visitors to view the parade from our beautiful city and park.. The campaign is targeted to locals, outside the county driving distance, out of state and out of the country to come and see what we

11. **Event Location:**

- a. Specify the event location and address:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

b. REQUIRED DOCUMENT: Site map and site plan.

12. Event Schedule:

a. Set-Up Dates and Hours: **December 12-13, 2025 9am-5pm**

b. Event Dates and Hours: **December 13, 4pm-9pm**

c. Tear-Down Dates and Hours: **December 13 9pm, 12/14-15 9am -5pm**

d. REQUIRED DOCUMENT: Detailed schedule, if available.

13. Event History:

a. Is this the first year for the event? If "No," list prior event dates and attendance figures.

☐ Yes ☒ No **for 30+ years the event has taken place for viewing to the public**

b. Is this the first year on Fort Lauderdale Beach? If "No," list prior event dates and attendance figures.

☐ Yes ☒ No **2021 was the first year at this location - from 2500-3000 attendees**

14. Project Attendance:

a. Total Projected Attendance: **2500-3000**

b. Percentage of attendees expected to stay overnight: **5%**

c. Percentage of attendees from outside Broward/Palm Beach/Miami-Dade counties:

see survey sample as exhibit A

SECTION 5: FUNDING REQUEST

15. What is the amount requested from BBID?:

\$150,000

16. Is this event receiving funding from Visit Lauderdale?

☒ Yes ☐ No If Yes, specify the amount: **\$225000- for overall parade not viewing area**

17. Is this event receiving funding from other sources?

☒ Yes ☐ No

If Yes, specify the sources and amounts:

Sponsorship is the funding mechanism for this event. 2024 Sponsors:
Nicklaus Children's Hospital \$65,000
\$5,000 Red One movie
\$5000 Florida Panthers
\$5000 LaCroix
\$7500 Coca-Cola

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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.

Our model is serving advertising messaging to potential visitors from out of county, state and country to attend the parade in addition to local drive market. We have a 3 million dollar ad campaign working with television, print, digital and radio outlets. The viewing area is amongst our largest campaign to bring people to the Las Olas Intracoastal Promenade Park for parade day, but driving to our website to share the BBID area hotels on a year round basis and encourage visiting the area.

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

We have an outside company doing a survey at the event (results attached as attachment A) for the visitor aspect of the park that day. We have a full recap (previously provided) of 2024 impressions and media. We have sold out each year.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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

Survey results show tourism related attendance. Please reference exhibit A
Cruise ship passengers came in early to attend the parade.
Hotel stays and planes to attend
Ticket sales showing zip codes for attendees

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:

This is multifaceted as we have included a parade entry in addition to support on land for the viewing area.

- 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.

12 month content calendar helping promote Summer Campaign, inclusion in website, Contests, BBID takeover on webpage. Media interview to be integrated into one hour television special aired in the Miami Market and Boston plus you-tube channel with advertising dollars put to google ads and social media on top of extensive campaign.



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

BBID Sponsorship Terms

23. 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 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.
- ☒ 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.

Applicant Authorization

- Name and Title of Authorized Representative:
- Company Name:
- Signature:
- Date Signed:

Contact information for inquiries:

City of Fort Lauderdale
Judy Erickson, Program Manager
Phone: 954.828.4599
Email: JERickson@fortlauderdale.gov



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

BUDGET WORKSHEET

24. Complete the event budget:

Applicant Organization:	Winterfest, Inc.	
Name of Event:	Seminole Hard Rock Winterfest Boat Parade Viewing Area	
BBID Funding Request	\$150,000	
Budget does not have to balance. It can show a profit or a loss		
Revenue		Projected \$ Amount
Ticket Sales	55000	
Other Sponsorships/Fundraising/Donations (not including the BBID Request)		95,000
Concession/Vendor Revenue		12000
Other (specify):		
Total Revenue		176,000
Percent of Revenue Covered by BBID		1%
Expenses		Projected \$ Amount
Venue		200
Entertainment/Performers/Presenters		18000
Permits & Licenses		106
Staff		7500
Security		7000
Catering		0
City Services (Public Safety, Parking, City Staffing etc)		15000
Advertising/Promotions		45000
Photography/Videography		3000
Displays, Décor, Supplies & Wage		5000
Cleaning & Sanitation		3000
Equipment Rental		56000
Taxes & Fees		0
Ticketing/Access		0
Signage		3000
Office Expenses		0
Other (specify):		0
Other (specify):		0
Total Expenditures		162806
Percent of Expenses Covered by BBID		1%
Net Profit/Loss		

BBID Funding Request Attachment B- sponsorship	Comments
Presenting Sponsor Designation to Parade Viewing	disgnation
Music Boat featured in the parade with Logo- guaranteed television	Tropical Band and design on a floating concert
Activation at Parade Viewing	to be mutally agreed upon
enhanced direct target marketing with logo	Western Broward and out of county
Enhanced Logo presence on WSVN as it relates to Winterfest	minimericals
Radio	brought to you by BBID
Share 12 month content calendar	to support Summer Campaign and beyond
Social Media Contest inclusion	Winterfest will execute
BBID Takeover on social	to be mutally agreed upon day /time
BBID website takeover dedicated space on Winterfest Inc.	to be mutally agreed upon timeframe
Media interview for inclusion in 1 hour television special	at Parade Viewing

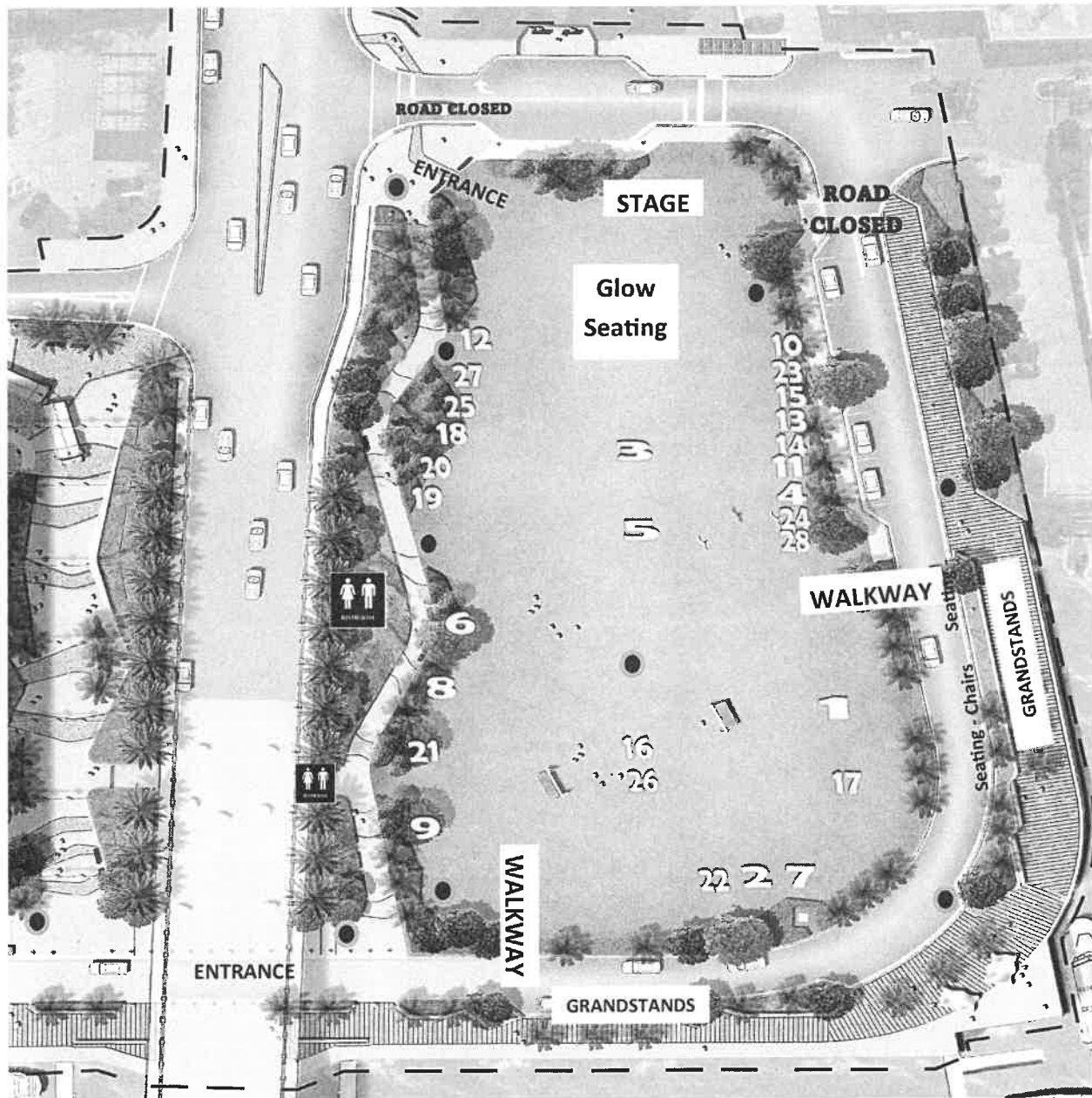
2025 Marketing Plan draft

MAGAZINE	Type of Promotion	Promotional Month	Event Drive
Angler Magazine	Enter Your Boat / Parade Viewing Ticket sales	August	Awareness
Go Riverwalk	Overall Events/Parade Viewing Ticket Sales	Sept.	Awareness
Travelhost Magazine of Greater Ft	Overall Events/Parade Viewing Ticket Sales	Sept.	Awareness
Angler Magazine	Enter Your Boat / Parade Viewing Ticket Sale	October / Boat Show	Awareness
Go Riverwalk	Overall Events/Parade Viewing Ticket Sales	October	Ticket Sales
Las Olas Isles & 3 magazines	Parade / Ball	October	Ticket Sales
Lifestyle 7 magazines	Overall Events/Ticket Sales	October	Awareness
Travelhost Magazine of Greater Ft	Overall Events/Ticket Sales	October	Ticket Sales
Go Riverwalk	Parade / Ball	November	Ticket Sales
Lifestyle 7 magazines	Winterfest Section	November	
Waterfront Times	Parade / Ball	November	Awareness
OTHER PRINT			
Brochures	Overall Events/Ticket Sales	October	Awareness
RSVP - Postcard / Cover	Spend the Weekend / Tickets	October	Awareness
Newsletter	Overall Events/Ticket Sales	November	Awareness
RSVP - Postcard	Spend the Weekend / Tickets	November	Awareness
SOCIAL MEDIA / DIGITAL			
SunSentinel			
	Contest / Spend the Weekend	August - October	emails/wanting to vacation
	Florida travel - Winterfest	September	Awareness
	Parade Viewing Takeover	November	Ticket Sales
	Handshake - Parade Viewing	November	Ticket Sales
Hotwire			
	Local Market - Parade Viewing	August - October	Awareness
	Naples , Orlando, Miami Market	August - October	Awareness
Google			
	Spend the Weekend / Tickets	August - October	Awareness
	Parade Viewing Video	October - December	Ticket Sales
	Parade Viewing Photo	October - December	Ticket Sales
	Television Show with Parade Viewing	December - January	Awareness

2025 Marketing Plan draft

Instagram			
	Parade Viewing Video	October - December	Ticket Sales
	Parade Viewing Photo	October - December	Ticket Sales
Facebook			
	Parade Viewing Video Flashbacks	June - December	Ticket Sales
	Spend the Weekend / Tickets	August - October	Awareness
	Parade Viewing Photo	October - December	Ticket Sales
New Times - Miami			
	Contest / Parade Viewing	November - December	Social Awareness
	Parade Viewing Takeover of Site	November - December	Ticket Sales
TELEVISION			
Hotwire Communications (Cable)	Local Market - Parade Viewing	August - October	Ticket Sales
Hotwire Communications (Cable)	Naples , Orlando, Miami Market - Weekend	August - October	Awareness
WSVN	Parade Viewing Commercials	October - December	Ticket Sales
RADIO			
Iheart Radio	Parade Viewing Commercials	October - December	Ticket Sales
MISC			
Ballyhoo / Floating Billboard	Parade Viewing Commercials (Miami)	November	Ticket Sales

Winterfest Parade viewing area 2025 DRAFT



- | | | |
|-----------------------|--------------------------------|------------------------|
| 1 Auntie Anne's | 11 Shen Yun | 21 Winterfest |
| 2 Nicklaus Children's | 12 Garlick | 22 Sound Event DJs |
| 3 Stella Artois | 13 Pepperprint | 23 Heruleads |
| 4 La Croix | 14 Fixed Finery | 24 Aloha Glow |
| 5 Coke | 15 Snowbells Ornaments & Décor | 25 BJ Events |
| 6 Florida Panthers | 16 RED ONE | 26 Zombie Ice |
| 7 Santa Ed | 17 Kang's Italian Ice | 27 Marlos Roasted Corn |
| 8 Touch Poll | 18 BJ Events | 28 Suenos Seasonings |
| 9 ATM For Events | 19 Island Grille Food Truck | |
| 10 USPS | 20 Island Grille Tent | |