

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

- 1. Name of Applicant and corporate/legal name of company, if any:**
Hannes Jagerhofer / Beach Majors GmbH, LLC

- 2. Name of Event/Project/Proposal:**

Fort Lauderdale Major 2018 part of the FIVB Beach Volleyball World Tour

- 3. Location of Event – Provide description and location map:**

Fort Lauderdale Beach Park, CAD of 2017 event attached

- 4. List all the dates associated with this event:**

a. Set-up date(s): Feb 15 - Feb 26

b. Event date(s): Feb 27 - March 4

c. Break-down date(s): March 4 - March 15

- 5. Hours of Operation:** 9A - 10P, Schedule TBD. Plans for night games as well and Side Acts at the VIP Hospitality area

- 6. Projected attendance:** 70,000 in 6 days

- 7. Cost to attendees:** free admission for public, VIP pricing TBD

- 8. Total Cost of Event:** 5,2 Million

- 9. Amount Requested from BID:** \$100,000

- 10. Indicate what the amount will be used for:**

Grants will be used to pay event related structures and technical Equipment (Grandstand structures, Mediacenter, toilets, Internet, etc.)

- 11. List other Revenue Sources (other than amount requested from BID) and the amounts requested/committed.**

GLFCVB: \$ 750,000 requested

Visit Florida: \$ 150,000 requested

expected Hospitality Ticket sales: \$ 50,000

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Tour Sponsors: \$ 850,000
Local Sponsorship Dollars: \$ 200,000

12. Proposed Activities Planned (Attach a narrative if necessary):

The world`s best beach volleyball Players will compete for \$600,00 prizemoney. 32 womans and 32 mens teams will be coming to Fort Lauderdale beach park. It is the Kick-off event for the 2018 FIVB beach volleyball world tour, with 5 potential other worldwide stops.

13. BID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

See attached File "Business Plan Beach Majors GmbH"

14. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. 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 number of visitors to the BID District.

The beach volleyball tournament gained more than 98,400 stadium entries in 2017 and brought approx. 15,500 hotel room nights related to the event. The attendance from outside of Florida visitors was 34% in 2017. See attached Folder as well.

15. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

We will be working again with an economic impact survey agency to measure the economic impact and do an detailed event survey study which will be reported to BID after the event.

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- 16. Explain in detail how the proposed event will aid in the BID's efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.**

The beach of Fort Lauderdale is the venue of our event, and will be spreaded worldwide in pictures and moving images clips. It is not just the Grandstand temporary constructed on the beach, there are also 5 side-courts, a beach village which will hold kids attractions, fun & games stations, a food and beverage area as well as entertainment and sponsors presentations. The "beach&Sand" is the "main thing for this event.

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

The city/Event will be promoted internationally as the Kick-off for the 2018 season on all channels. There will be specially created travel poackages for visitors created together with the CVB. NBC will Air the event nationally, and Red Bull national communications team will promote as well.

Locally the Beach Majors and Red Bull will partner with NBC6, Travelhost, the Sun Sentinal as well as the Miami Herold. In addition, there will be an out of home campaign as well as an extensive Grass Roots Marketing and digital campaign pushing people to the event and the dedtination.

See also the booklet of last year to download: XXXXX

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BID SPONSORSHIP FULLFILLMENT:

THE BID LOGO WILL BE INCLUDED IN ALL ADVERTISING OF THE EVENT AND ON SITE VIA BANNERS, STAGE ANOOUNCEMENTS, ETC.

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: SUITE 106

4425 MILITARY TRAIL, JUPITER, FL

ZIP CODE: 33458

OFFICE PHONE: (561) 319-1901 (JONI WILSON)

CELL PHONE: +43-664-5211002 (INTERNATIONAL NUMBER)

EMAIL ADDRESS: STEFAN.WANKMUELLER@BEACHMAJORS.COM

HANNES JAGERHOFER

APPLICANT FULL NAME (PRINT)



APPLICANT SIGNATURE

BEACH MAJORS GMBH, LLC

COMPANY, TITLE

8-22-2017
DATE SIGNED

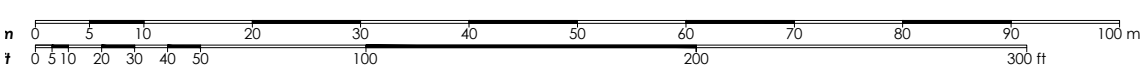
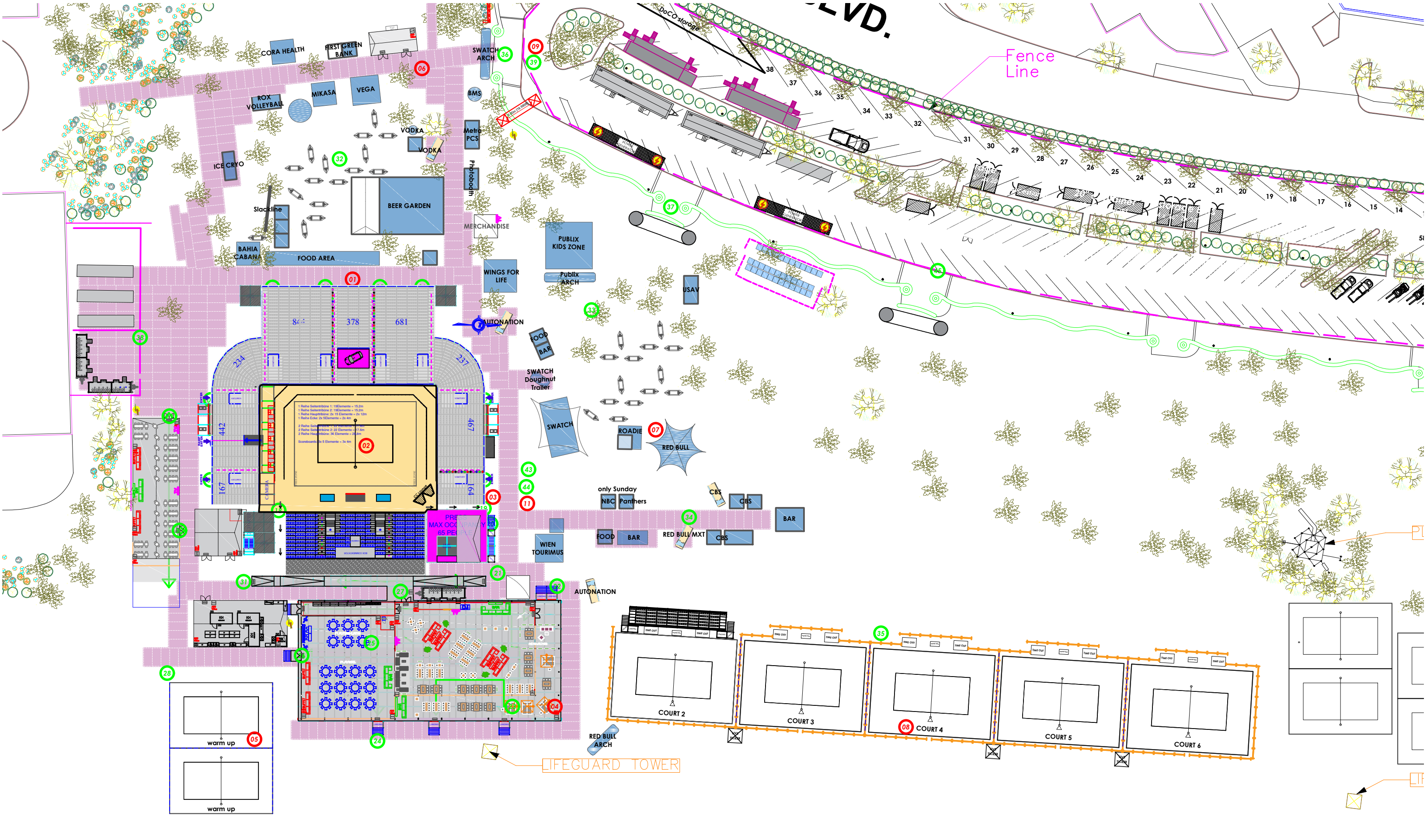


PRESENTS



Business forecast Fort Lauderdale Major 2018 - 2021

Year	Total Budget for Event	Host City Fee	Sponsorship \$	Ticket Sales	Investment by Beach Majors
2018	\$ 5,2 Million	\$ 0,75 Million	\$ 1,2 Million	\$ 0,05 Million	3,20 Million
2019	\$ 5,2 Million	\$ 0,75 Million	\$ 1,8 Million	\$ 0,08 Million	2,57 Million
2020	\$ 5,2 Million	\$ 0,75 Million	\$ 2,0 Million	\$ 0,15 Million	2,3 Million
2021	\$ 5,2 Million	\$ 0,75 Million	\$ 2,2 Million	\$ 0,25 Million	2 Million



Fort Lauderdale 2018
27.02 - 04.03

