

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION (Applications Should be Submitted at Least 120 Prior to the Event Date)

(1) **Name of Event:**

Tropic Magazine ModWeekend 2014

(2) **Location of Event – Please provide a location map:**

North Beach Village and surrounding neighborhoods

(3) **Date(s) of Event:**

March 13-16, 2014

(4) **Hours of Operation:**

Varies with Events (Mix of day & evening events)

(6) **Proposed Activities Planned:**

Architecture tours: Bus, Boat & Electric Vehicle; Architecture & Design Film Series; Block Party

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

Advertised through TROPIC Magazine, TROPIC Website (TROPICFL.COM), ModWeekend.com website; North Beach Village Group Promotion; Listed with Sunny.Org, Other Media (print outlets), Flyers, E-mail to past attendees, NPR-“Topical Currents”, etc.

(8) Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

Event based in North Beach Village and surrounding areas. Event draws 100's to embark and disembark on boat tours from area docks, bus tours that start and stop within the BID. Opening event to be held within the district as well as closing Breakers Avenue for block event. Out of town visitors utilize hotels and restaurants within the BID bringing in further commerce to the area and the city.

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

Fort Lauderdale's signature architecture is Mid-Century Modern. ModWeekend celebrates and explores this design heritage....much of it found in the BID. Fort Lauderdale is one of the only cities rich with this architecture and new design that plays off the past.

(10) 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

2013 was the first year TROPIC Magazine held ModWeekend in Fort Lauderdale. The event is already close to self-sustaining in its present form. We would like to see it grow into an even larger event each year bringing more traffic to the beach area and the city. Corporate sponsorships will also help ModWeekend grow in future years.

(11) Total Cost of Event:

\$29,300

(12) Revenue Sources (other than amount requested from BID):

Soliciting sponsorships from local businesses; Ticket Sales to events

(13) Amount Requested from BID:

As we are trying to grow certain aspects of ModWeekend 2014 such as the Street Fair and expanded Film Festival, we are requesting \$11,250.

Tropic

In its first iteration, ModWeekend brought hundreds of people to Lauderdale's North Beach Village, an area stretching from the ocean to the Intracoastal and from Bonnet House to the W. One dozen boats were filled with guests touring the Intracoastal waters while architects pointed out some of Lauderdale's Mid-Century treasures. London-style, double-decker buses left from North Beach Village to view other structures, and returned for a Breakers Avenue street fair and lunch.

Nighttime parties occurred in this district, allowing visitors to explore an area fast becoming a destination on the beach.

This year, with the opening of S-3, the Bonnet House South entrance and an as yet unnamed restaurant opening at the new North Beach Hotel, this area is becoming even more of a destination and we intend to play that up with possible event inclusions with the Bonnet House and either the W or Hilton. We expect more out of town guests this year which translates into room reservations and dinners out. As we are extending the event this year adding Thursday on to Friday, Saturday and Sunday, we expect more general activity and interest in the area.

This year will see expanded bus tours, again all leaving from North Beach Village, additional boat tours, and an opening event for over 150 people in the neighborhood. A venue for that has yet to be decided.

ModWeekend promises to become a signature event for Fort Lauderdale as Modernism week has for Palm Springs, California. We hope the board sees this promise and helps as best it can in our production for 2014.