

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:

Fort Lauderdale Beach "Watershed to the Reef" Beach Clean Up and Scavenger Hunt

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

Various locations along Fort Lauderdale Beach from Sunrise Boulevard to Las Olas Boulevard. Event location will include indoor venue for registration, training and education. Clean-up/scavenger hunt activities on the beach will occur within a designated area just north and south of the event venue.

(3) Date(s) of Event:

Kid's Ecology Corps will facilitate four separate Clean Up/Scavenger Hunt events. The frequency and location will be determined in collaboration with the BID Advisory Committee.

(4) Hours of Operation:

8:00 a.m. - Registration Begins

8:30 a.m. - Welcome & delivery of educational curriculum and clean-up instructions

9:00 a.m. - Teams are formed to begin clean-up/treasure hunt

9:15 a.m. - Teams hit the beach

10:00 a.m. - Teams return, show & tell time, awards and post clean-up curriculum begins

11:30 a.m. - Adjourn

(5) Proposed Activities Planned:

Our program is designed to educate children and their family on our unique Coastal Seascape and how the Coral Reefs play a unique and critical role in the environmental and economical sustainability of our community. After a short orientation of "how-to", teams will be formed to clean and comb the beach for certain items. A list of items to gather will be provided as well as an iPhone/Droid APP for those with smart phones to document their finds on a national data base. After a period no longer than 45 minutes, teams will reassemble for an inventory of their finds. Awards will be given to the finders as determined by the day's criteria. A follow-up discussion and video on our neighboring Coral Reefs will conclude the presentation.

Virtually everyone has heard of the Great Barrier Reef. Many of whom can not only tell you where it's located but why it is vital to our global ecology. As a destination we have a tremendous opportunity to include the reef as part of our regional branding and robust programs like the clean-up/scavenger hunt can assist in that endeavor.

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

Kid's Ecology Corps has served over 100,000 youngsters and their families using a variety of in school and out of school educational programming formats. The proposed outreach program can successfully be implemented through collaborations with the many government and private organizations supporting a sustainable Coastal waterway; Hands On Broward, a non profit organization whose mission it is to promote volunteerism in our

community, with a special emphasis on inspiring the young to volunteer. The City of Fort Lauderdale's, Parks and Recreation, Broward, Dade and Palm Beach County Schools and sponsorship from Broward County corporations, the business community and concerned individuals. . Each of these partners have supported KEC in the promotion of their eco action programs through their 15 year history in the tri county area. New initiatives will be promoted via email blasts and inclusion in public and private community calendars, and one to one solicitations for financial and in kind support. Because we want these events to be a value add experience for our visitors to the beach we would include outreach to hotel concierge as part of our strategy. Kid's Ecology Corps would utilize its own 4k+ email distribution and social/electronic media portals to promote all of the events. Through press release distribution, we would seek to obtain exposure in community newsletters and regional newspapers. Marketing plan will include collaborative input from the BID Advisory Board, utilizing their resources as well as Kid's Ecology Corps.

(7) 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.

The success of the Fort Lauderdale Beach "Watershed to the Reef" Beach Clean Up and Scavenger Hunt is based on the number of toes in the sand and the educational and family bonding experience that our attendees receive. Attendance goal of fifty people per clean up/hunt.

Kid's Ecology Corps has a formal registration process whereby we capture name, phone, city, school and email. We would be able to easily report on number of event attendees and basic demographic information. Including how the attendees heard about the event.

Our success is also measured by attendee's signing up for future Watershed to the Reef continuing education via our website and/or future beach clean-up/scavenger hunt experiences, or any number of KEC's programs to be developed as time goes by.

Benefit to residents is the opportunity to bond with their family while enjoying and learn more about "their own backyard". Residents will be exposed to site and venues along Fort Lauderdale Beach that they otherwise may not have seen or experienced. Event times encourage families to stay on through the day and enjoy the beach or visit the establishments along the beach.

Benefit to tourists is a unique eco-action experience. Tourists who appreciate the ecology of Fort Lauderdale Beach, or want to learn more about it, will cherish this intimate and specific beach experience.

We will provide an opportunity to distribute pre-approved marketing materials promoting Fort Lauderdale Beach to all event attendees and will promote www.myfortlauderdalebeach.com as part of all event marketing materials and e-blasts.

(8) 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.

According to the Center for Responsible Travel, (www.responsibletravel.org), a variety of market studies over the past five years have documented sustained interest among consumers in tourism products and services that protect the environment and respect local cultures. Additionally, 93% of Conde Nast Traveler readers surveyed in 2011 said that travel companies should be responsible for protecting the environment, and 58% said their hotel choice is influenced by the support the hotel gives to the local community.

There is an abundance of research, surveys and statistics that support the notion that environmental issues and experiential opportunities are important to today's travelers. Meeting these expectations certainly strengthen, and add value to, the Fort Lauderdale Beach brand.

(9) 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.

Our goal is to create a continuum educational eco-action programming that is valued by the beach business community, residence and tourists. Kid's Ecology Corps will continue to seek State & Local government funding along with grant support coming from foundations, corporations individual donations, and local business collaborations to support our ongoing "Watershed to the Reef" Project and the Fort Lauderdale Family Beach Clean Up and Scavenger Hunt program.

(10) Total Cost of Event: \$21,000.00 - Four Programs

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

Kid's Ecology Corps will secure corporate sponsors and host network fundraising events at BID area venues to raise money for the program. Preliminary conversations with potential corporate sponsors are underway. Further movement in this area is dependent upon securing the seed money required to launch the program.

(12) Amount Requested from BID: \$11,000.00

Fort Lauderdale Beach "Watershed to the Reef" Beach Clean Up and Scavenger Hunt

Executive Summary

WHO: Kids Ecology Corps is a Florida based 501(c)3, a not-for-profit organization. Established in 1990, KEC has reached over 100,000 young people from pre-k through high school. KEC offers in school and out of school hands-on, eco-action programming designed to engage, and educate children and youth about: keeping our oceans clean; the role re-planting our coastal wetlands play in beach conservation; water conservation; pollution prevention, global climate change and energy conservation; and protecting local natural habitats for native wildlife and more.

Beginning 2012, our programming and events have focused on creating and presenting shared fun filled, educational, hands on educational experiences for children and their family or adult companions. Our programs focus on the importance of environmental stewardship and making a positive environmental impact while creating a family bonding opportunity.

WHAT: KEC is proposing that a regularly scheduled Beach Clean-up and Scavenger Hunt be organized to bring children and their parents to the Fort Lauderdale Beach. Beginning with a program that is designed to educate the entire family on our unique Coastal Seascape and how the Coral Reefs play a critical role in the environmental and economical sustainability of our community. After a quick orientation of "how-to", teams will be formed to comb the beach for certain items. A list of items to gather will be provided as well as an iPhone/Droid APP for those with smart phones to document their finds on a national data base. After a period no longer than 45 minutes, teams will reassemble for an inventory of their finds. Awards will be given to the finders as determined by the day's criteria. A follow-up discussion and video on our neighboring Coral Reefs will conclude the presentation. Attendance goal of fifty people per hunt/clean-up.

WHERE: Fort Lauderdale Beach. Specific area TBD.

WHY: There are 18,000 pieces of plastic litter floating on every square mile of the world's oceans. Six million tons of debris enters the world's oceans every year. Did you know that one third of all beach litter is cigarette butts and much of this litter starts right here on our beaches? Our goal is to educate families about how beach litter affects the well being of Coral Reefs and the ocean's many inhabitants and ultimately the quality of our own lives. Additionally, the program will serve as a catalyst for local families to visit Fort Lauderdale Beach and serve as a value-add experience for tourists.

WHEN: One Clean-up/Scavenger Hunt a month for a four month period.

HOW: Kids Ecology Corps will develop and deliver a "Watershed to the Reef" science curriculum and syllabi on the importance of a quality coastal ecosystem. Emphasizing how our husbandry of the *Watershed to the Beach, and to the Coral Reefs* touch all of our lives. Providing onsite pro-active experiences and empowering our youth is key to our success. By offering otherwise unavailable eco-action environmental and ecological experiences, KEC's focus is to encourage the development of sense of self in the children and create a bonding experience with parents as together they learn and participate in a community service activity to help build a more sustainable world. The specific curriculum will be directed to wide range grade students so entire families can participate.

THE ASK: Kids Ecology Corp is requesting underwriting support of this program in the amount of \$11,000.00.