

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:

Flavors of Fort Lauderdale

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

Primary location: Las Olas Marina (E. Las Olas Circle at Cortez) with various ancillary events at Fort Lauderdale restaurants and/or venues

(3) Date(s) of Event:

Thursday, November 14 – Sunday, November 17, 2013

Thursday, November 14 and Friday, November 15 will consist of events that take place outside of the Las Olas Marina, at various restaurants and venues in Fort Lauderdale. Saturday November 16, 2013 and Sunday November 17, 2013 will take place at the Las Olas Marina.

(4) Hours of Operation:

The “main” Flavors events at the Las Olas Marina will take place:

Saturday, November 16, 2013: 5:00pm – 9:00pm

Sunday, November 17, 2013: 1:00pm – 5:00pm

(6) Proposed Activities Planned:

Flavors of Fort Lauderdale was established to showcase Fort Lauderdale as a true culinary destination. We have established a unique event identity using local businesses to showcase what Fort Lauderdale has to offer to both residents and visitors alike. *Flavors* is proud to collaborate with the City of Fort Lauderdale to enhance the city’s its mission of building a destination event that can serve to drive the local economy and showcase all of the “flavors” of the area.

In November 2013, *Flavors of Fort Lauderdale* will once again transform the Las Olas Marina parking lot into a culinary experience for both locals and visitors. Flavors will showcase the area’s best restaurants, chefs and lifestyle activities that make Fort Lauderdale such a great destination. While Thursday and Friday events will (once again) take place around the Fort Lauderdale and the Beaches, Saturday and Sunday’s events will each have their own theme (in 2012 Saturday’s theme was female chefs and Sunday’s was sustainable seafood) which we are in the process of confirming.

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

The marketing for Flavors of Fort Lauderdale will again be a combination of paid consumer advertising, trade media with partners and a combination of grassroots efforts and social media. We will use broadcast television (WFOR/CBS, WPLG/ABC and WSVN/Fox were used in 2012) to market with commercials, and we will have radio campaigns on some of the areas largest stations (7 ClearChannel stations as well as WQAM and KISS Country were used in 2012). We will have long-lead publication advertisements in appropriate print outlets (such as Saveur Magazine and Florida Travel+Life) and will also turn to local publications for our print campaign. (such as TravelHost, the Sun Sentinel, the NewTimes, Think Magazine, Go Riverwalk, and more). We will work with our sponsors and partners to promote to their networks through social media and direct e-marketing. We will continue to build upon our audience from 2012 with our consumer database through our e-newsletters and comprehensive social media campaign.

(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.

Flavors of Fort Lauderdale worked closely with various hotels (BID members) for our launch event in 2012 and we intend to continue those partnerships moving forward. Flavors of Fort Lauderdale drives the local economy through incremental hotel bookings, restaurant reservations and retail spending. The exact room pick-up and restaurant/retail spend is difficult to measure but we are working with the Fort Lauderdale CVB to measure our success and to be able to speak to our “economic impact” directly.

(9) 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.

Flavors of Fort Lauderdale was created to showcase the culinary elegance and lifestyle that is true to Fort Lauderdale. We understand the importance of setting Fort Lauderdale apart for other South Florida destinations and to also keep our focus on the lifestyle and culinary offering. Flavors works with the local culinary community to showcase restaurants and chefs, many of which are located along A1A and the Fort Lauderdale beach. Much like the South Beach or West Palm Beach culinary events that have now become true destination events, we are committed to bringing not only locals but more importantly, visitors to Fort Lauderdale to experience “the best of its culinary world” all in one location. This will equate to room nights at local hotels, customers in local restaurants, and

people shopping. All media and communications will be programmed and designed with an eye towards the discerning traveler that is looking for a culinary and/or lifestyle experience that exceeds his expectations and truly brings home the fact that Fort Lauderdale is a world class destination on many more levels than has historically been explored.

(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.

Please find the attached business plan and note that we expect the event to be self sustaining and at break even after the fifth year of operations. The event will balance the top line revenues from sponsors, vendors and gate while we refine the various production and design elements. The unanticipated costs we experienced in 2012 provided a valuable learning experience and we can now budget accordingly.

(11) Total Cost of Event:

Based on 2012 and projecting to 2013, the total cost of Flavors of Fort Lauderdale 2013 will be \$600,000.

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

Corporate sponsorships, consumer ticket sales, vendor participation (exhibitors)

(13) Amount Requested from BID:

\$150,000 a year for two years

Introduction

Empire Force Events is one of the leaders in an industry that is crowded with homogenous event marketing companies. While there is a significant demand for “food and wine” events, it will be our ability to create a significant “point of difference” within the Greater Fort Lauderdale area that will give Empire Force Events the opportunity to grow this culinary lifestyle event on an annual basis.

The financial success *Flavors of Fort Lauderdale* will only be realized if we have the correct team in place, the appropriate date(s), and we remain sensitive to both the hospitality/event community and the revenue expectations of our partners. We will always be aware of the community, we will want to employ the right people, and we will work to attract the right kind of profitable participants.

Empire Force Events has an outstanding reputation within the communities of destination management, expositions, conventions and general events. While the first year of the *Flavors of Fort Lauderdale* event was launched with a focus on building an evergreen destination event, it has experienced a series of obstacles, including:

1. New and unexpected costs
2. Limited city advertising support (through signage, etc.)
3. A lack of active local vendors
4. Business community support
5. Ticket sales and pricing

Flavors will experience an immediate increase in business starting in 2013 given the way we positioned the event in 2012 and made an impression on the local community.

The immediate challenges to growing the event are driven more by the process of development, timelines and event schedules rather than any kind process issues. The existing business foundation was established and now we must leverage it going forward.

Market Position and Strategy

Our existing competition can include the following:

- The Boca Food and Wine Festival
- The South Beach Food and Wine Festival
- The Palm Beach Food and Wine Festival
- The Las Olas Food and Wine Festival

The ability to communicate, sell and deliver new business opportunities to our participants will depend on access to these businesses, responsiveness from the community, marketing materials, timing and presentation materials.

Our focus will continue to be on creating a profitable event that will give back to Feeding South Florida and be financially viable (on its own) by 2015. Our sales organization will be uniquely positioned to deliver on this given our knowledge base, experience, and community position. While the sales organization will generate new participants, the event design and production staff has and will continue to set a standard of quality, creating an experience like none other (thus guaranteeing a sustainable event).



The sales approach will build on the existing Mission Statement that Flavors uses with all clients:

- Get to know our clients, their vision and their event objectives
- Create a strategic plan for achieving those objectives
- Develop innovative design solutions
- Map out every logistical detail
- Execute the plan flawlessly and professionally
- Review, learn, and revise

Direct Sales

We have begun to establish a “consumer brand,” generated trial in 2012 and built a visually appealing and interactive event. The demand for a lifestyle show like *Flavors* that incorporates destination management, forward-thinking event design and production with an attention to the participants’ business objectives.

In addition to the sales responsibilities we have, there is an opportunity to obtain business for our participants on-site and year round.

Print Advertising

It is critical to get the word out that *Flavors* is an annual event for the South Florida community and is here to stay. Keeping that in mind, this means that we need to be sensitive to costs and measure the print advertising’s effectiveness more closely going forward. The dollar amount and timing will need to be reviewed and be based on both the need and practicality. The publications to be considered for such print advertising efforts include the following trade publications:

1. Travel Host
2. Sun Sentinel
3. NewTimes

This advertising support will promote the *Flavors* event in an effort to make the telephone ring and foster new potential participants and attendees. Our 2013 media plan will be put in place once we have a more definite timeline and will respond to the booking cycles of the local consumer and trade market. This timeline will be established as soon as possible, as a comprehensive print campaign will need to be scheduled well in advance in order to meet advance print deadlines and requirements.

Public Relations

This area of marketing is critical as we continue the project. Building upon what we established in its initial year, the PR effort focus in three main areas:

1. Hospitality and event industries
2. The trade and consumer campaign
3. Reputation monitoring

While we will need to generate the general/consumer press announcement, it will be our responsibility to identify the trades and pursue editorial opportunities and interviews that will best showcase *Flavors*. We have responded to a destination need and will attract new business to promote the growth of *Flavors* and bring attention to the Fort Lauderdale culinary and lifestyle offerings. Once the press has the appropriate understanding and knowledge

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base to editorialize, we will maintain open lines of communication and support the advertising program with properly placed editorial. This kind of information will need to be highlighted in:

1. Print
2. Broadcast
3. Digital media

Digital Marketing / Website

The website will continue to play a critical role in managing *Flavors*, building business and providing accurate information. While we have the ability to provide all of the necessary contact information, we need a more accessible and user-friendly online presence. The website will need to include:

1. Contact information
2. Past vendor participants
3. Social media links and sidebar
4. Preferred vendor listings
5. Advertising space
6. Schedule of events (one-year out) – with interactive links to show websites; also have a calendar on the main homepage showing upcoming promotional schedule for the week/month.
7. Photo and video gallery to showcase past events
8. News/Media Area (which will host Press Releases, news clippings, etc.)
9. Blog (possibility)
10. Opportunity to sign up for newsletter (this will link seamlessly with e-mail management system and will capture names and e-mail addresses)

While the “look and feel” will be critical to support 2013, the functionality and ease of navigation will deliver for the ticket buyer. We will need to drive people to the web and build a database of potential buyers. The website must be comprehensive, informative, accessible and user friendly.

It is also important to consider the need for a continued e-mail marketing system (i.e. Constant Contact). This system allows for continuous and track-able communication with targeted groups and “lives” on the Internet (thus not taking up any server space). The custom e-mail marketing campaigns will promote *Flavors* on every level.

The last component of a digital marketing plan is social media. Facebook and Twitter are cost-effective ways to promote *Flavors* events while increasing the *Flavors* “digital footprint.” Building on the existing client and fan base, these outlets will allow for continuous promotion of events while also doubling as an “added value” source for client and sponsor promotions.

Live Promotion

The promotional activities will be geared towards building business during down periods and will include community-based initiatives within the industry and hotel valley periods.

1. Launch Event
2. Cigar Dinner
3. Boat Show Event
4. Chamber of Commerce Events
5. BID Events
6. CVB Events
7. Media Events
8. Partner Events



Summary

In summary, everything starts with a good event concept that is both well-priced and well-timed. We must continue to establish a service standard that is second to none and over-deliver on every level. *Flavors* will be the envy of the marketplace if we find the right attendee mix needed to deliver new business for our partners. The right marketing message continues to be critical if we are to build on the existing reputation and create more business for existing clients.

This event will be stand alone as we attract more sponsors, attendees and vendors. We will need the support of our partners to recognize that this community approach will only work if we get everyone on the same page with enough financial support or “seed money” to get us through the next few years and continue to provide an experience that is second to none.