



GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):

Matthew Lorraine

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Exclusive Sports Marketing, Inc.

b. Is the company doing business under another name, if yes, list name(s):

c. Mark (X) near applicable business structure:

-Sole Proprietorship

-Partnership

-Corporation

-S Corporation

-Limited Liability Company (LLC)

3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Matthew Lorraine, CEO Exclusive Sports Marketing, Inc.

;

4. Name of Event/Project/Proposal:

2019 Fort Lauderdale 13.1, Relay, and 5K

5. Location of Event – Provide description and location map or site plan:

Las Olas & A1A

6. List all the dates associated with this event:

a. **Set-up date(s):** November 9-10, 2019

b. **Event date(s):** November 10, 2019

c. **Break-down date(s):** November 10, 2019

7. Hours of Operation: 6AM - 12PM

8. Projected attendance: 1,500

9. Cost to attendees: \$55

10. Total Cost of Event: \$94,000

11. Amount Requested from BID: \$20,000



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12. Indicate what the requested amount will be used for:

BID financial support will be used exclusively for marketing the event in out-of-town markets to drive destination participants and hotel stays.

13. List other Revenue Sources (other than amount requested from the BID). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Registration Revenue from participants
Corporate Sponsorship

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

The 13.1 Fort Lauderdale is an annual running & walking event that takes place on A1A in November. The event features a half marathon, a half marathon 2-person relay, and a 5K.

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

We recently took over the 13.1 Fort Lauderdale. The event was in jeopardy of failing. Our goal is to resurrect the event property and make it sustainable. There is much TLC needed along with marketing to move the participant numbers higher so the event can reach profitability. We envision a 5 year plan where the event can be grown to 3,000 participants.

16. 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.

Running events attract destination travelers. Our event course features A1A, with the Start/Finish located at Las Olas & A1A. Participants will choose to stay in hotels along the beach as well as dine in the local restaurants. The direct and indirect economic impact will be focused on the businesses and hotels along the beach.

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

All participants in the event register via our online registration system. We have detailed information regarding their home address. Thus we know whether participants are local or from out of town.



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18. 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 13.1 Fort Lauderdale features a run crouse that takes place on A1A. Runners will be treated to ocean views for the entire stretch of the course. Our goal is to associate a positive event experience for the participants with Fort Lauderdale Beach. Our marketing plan will utilize pictures of A1A and the beach as the selling points. Runners will travel for events and will be directed to stay in hotels along the beach in proximity to our event location.

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

Presently, our entire marketing budget is utilized via a digital campaign with emphasis on social media. We generate a substantially higher ROI via digital and social media vs. traditional print advertising. Additionally, social media allows us to interact directly with potential participants to answer questions or provide follow up information regarding the event. We utilize a year-round social media campaign to increase our followers on the event Facebook and Instagram pages. We have attracted 4,100 followers to our social media networks, so there is a lot of room for growth. Dedicated ads are served to these followers throughout the year. Additionally, we will re-target visitors to our Facebook page and website with ads. These ads are utilized to bring visitors back to our website and social media pages. Typically a discount will be offered via the ads to entice people to register for the event. For the February 2018 event, our marketing efforts achieved over 8 Million impressions, with a dollar value of \$200K. We anticipate growth in opur campaign for the 2019 event.

20. **BID SPONSORSHIP TERMS:** Describe how the BID sponsorship will be included in advertising and markting plans for event; provide proof where applicable, and mark [X] if agree with terms (a-c).

A. THE BID LOGO

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANOUNCEMENTS, ETC.



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B. BID MANAGER WILL REVIEW AND APPROVE
OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS
RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND
STAFFING FOR ITS FOOTPRINT.

21. Applicant shall mark [X] should if understands and agree with the following statements:

- I will request BID Logo in appropriate format for marketing purposes.

- I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

- I have completed a new vendor application form to the City of Fort Lauderdale.

- I have completed a W-9 form with the City of Fort Lauderdale.

- If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.

- If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale

City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.



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- If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID

Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 18 NW 18TH STREET
DELRAY BEACH, FL
ZIP CODE: 33444
OFFICE PHONE: (561) 865-5379
CELL PHONE: (561) 504-2001
EMAIL ADDRESS: LORRAINE@EXCLUSIVESPORTS.COM

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/ MARKETING EFFORTS
- AS APPLICANT I AM THE AUTHORIZED REPRESENTATIVE TO SIGN BID APPLICATION AND CITY AGREEMENT.
(OR)
- NOT AUTHORIZED TO SIGN AGREEMENT;

**WRITE NAME & POSITION OF
AUTHORIZED INDIVIDUAL TO SIGN
THE GRANT PARTICIPATION
AGREEMENT WITH THE CITY.**

Name should be the same as →
question #3

MATTHEW LORRAINE

APPLICANT FULL NAME (PRINT)

Matthew J. Lorraine

APPLICANT SIGNATURE

Exclusive Sports Marketing, Inc.

CEO

COMPANY NAME & APPLICANT TITLE

7/23/19

DATE SIGNED

NAME: MATTHEW LORRAINE

TITLE: CEO

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDDING AGREEMENT, APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT LAUDERDALE.**

2018 13.1 Fort Lauderdale P&L

Event Revenues

Registration Revenue - Half Marathon, Relay, 5K	\$81,340.00
Corporate Sponsorship Revenue	<u>\$5,000.00</u>
<u>Total Revenues</u>	<u>\$86,340.00</u>

Event Expenses

Charitable Donations	\$2,000.00
Event Police	\$19,146.00
Event Coning & Road Closures	\$14,471.37
Medical & EMS	\$5,492.00
Dumpster	\$500.00
Shirts & Printing	\$6,947.25
Event Timing & Scoring	\$2,650.00
Event Printing	\$1,274.84
Labor & Crew	\$9,025.00
Portolets	\$1,540.00
Food	\$863.00
Beer	\$1,183.00
Equipment Rental	\$2,621.00
Event banners	\$2,161.60
Photographers	\$1,100.00
Awards & Medals	\$10,543.67
Musical bands	\$2,100.00
Event Marketing	\$9,400.00
City Parking fees	\$1,293.94
<u>Total Expenses</u>	<u>\$94,312.67</u>

Total Event Loss: **(\$7,972.67)**

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!

13.1 Fort Lauderdale

Presented To:



SPONSOR PRESENTATION

131FortLauderdale.com

Weekend Summary



Event Date: November 9-10, 2019

Below is a Summary of the Expected Numbers:

Half Marathon Participants:	1,200
5K participants:	300
Spectators at Start & Finish Areas:	500
<u>✦ Total:</u>	<u>2,000</u>

Experience Fort Lauderdale Beach in a whole new way! Run FTL Beach 13.1!



13.1 Fort Lauderdale, Relay & 5K

November 10, 2019

The 13.1 Fort Lauderdale event will stage its 2019 edition this coming November 10th. The event fell on hard times due to mismanagement and we took it over in 2018. The Half Marathon (13.1 Miles) & 5K distances are readily achievable for most people. The event is geared towards all levels of fitness, both runners and walkers. The event attracts participants due to its signature Fort Lauderdale Beach location, with a course featuring views of the Beach area along A1A.



Demographics



Runners represent a sought after target market. In general, they are a motivated, professional group of people. Many are married with children. Additionally, the term “*Run-Cation*” has become a recognizable term in the industry. Each year thousands of worldwide runners will bundle a running event into their vacation. Or, they will plan a vacation around a running event.

** In the 2018 event we welcomed runners from 13 US states, and 6 foreign countries. There is plenty of room for growth.

Demographics of Participants:

- Average Age: 43
- Gender Breakdown: 57% Female; 43% Male
- Marriage: 66% are married
- Avg. Household Income: \$75,000+, compared with the national avg. of \$52,700
- Education: 75.8% are college educated, compared with the national avg. of 30.4%
- Number of Running Events participated in a year: 7.6
- Average Stay during a visit: 3 days/ 75% too overnight stays for running events
- Travel: 22% travel 100-300 miles and 33% travel over 300 miles

Event Marketing Plan



The 13.1 Fort Lauderdale event platform requires a robust marketing plan to swing the event back to growth. The numbers have fallen from a peak of 4,000 people in 2014 down to its present attendance of 1,500 expected participants. Due to the decrease in attendees the event is currently cash flow negative. But, we have made the commitment to grow the event and invest in a marketing program to focus on bringing runners from around the country.

Our marketing plan will consist entirely of social media and digital advertising. We have found that the highest Return on Investment is generated through this type of marketing. Additionally, we can easily track the performance of the ads and interact with potential customers.

Challenges to Overcome:

- Fix operations of event – *DONE*
- Streamline event expenses – *In Progress*
- Win back customers
- Increase effective marketing
- Grow Revenues
 - Secure corporate sponsors
 - Increase participant revenue

Event Marketing Plan Details:

- August through October
- Utilizing Social Media – Facebook, Instagram, Twitter
- Targeting Adults 25-55 years of age, who enjoy Running, Health & Fitness, Travel
- Ads focusing on the Eastern Seaboard US, Southeast, Midwest, Canada

Summary...



The 13.1 Fort Lauderdale event represents a growth opportunity. The event takes place on the beach, primarily utilizing A1A with a start & finish location at Las Olas & A1A. We are going to be incorporating a marketing program and some TLC to move the participation numbers back to a growth trajectory. The marketing efforts will focus on the eastern seaboard, the Southeast, the Midwestern US states, and Canada. All of the visitors will be directed to stay at the hotels along the beach.

