



Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026 (October 1, 2025 – September 30, 2026)

SECTION 1: PROFILE

To ensure your event is considered for funding, please complete all sections of the application. Missing details may delay the review process. We encourage you to include additional supporting documents, such as marketing plans, budget, performance data, etc.

1. **Event Name:**

2. **Registered Business Name:**

3. **Fictitious name, if applicable:**

4. **Indicate business structure of the company:**

<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> C-Corporation <input checked="" type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Partnership <input type="checkbox"/> S-Corporation <input type="checkbox"/> Other, please specify:
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5. **State of Incorporation/Organization:**

SECTION 2: CONTACT INFORMATION

6. Primary Contact Information:

- a. **Name:**
- b. **Title:**
- c. **Office Number:**
- d. **Mobile Number:**
- e. **Email Address:**

7. Company Organization:

- a. **Street Address:**
- b. **City:**



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- c. State:
- d. Zip Code:
- e. Country:

SECTION 3: ABOUT YOUR ORGANIZATION

8. Organization Overview: Describe the organization, including how many years it has been in business, experience producing similar events, and other events produced in South Florida.

Rock the Ocean Productions has been producing Tortuga mUsic Festival for 12 years. Our majority partners at Live Nation are a top tier production team producing thousands of events across the country annually.

SECTION 4: EVENT INFORMATION

9. Event Details:

- a. Name of Event:
- b. Event Date(s):
- c. Event Venue(s):

10. Event Description: Describe the event, and explain how it will attract tourists, and its target audience. Include how it aligns with local and regional tourism strategies to position Fort Lauderdale Beach as a world-class destination.

It is a 3 day beach front music festival with an ocean conservation theme
It features 3 beach front stages, and over 40 artists per year.

Tortuga has become a top tier national music festival. Winning national awards from the Academy of Country Music and others as a premiere event.

11. Event Location:

- a. Specify the event location and address:



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b. Attach a map and site plan to this application.

12. Event Schedule:

a. Set-Up Dates and Hours:

b. Event Dates and Hours:

c. Tear-Down Dates and Hours:

d. Attach detailed schedule (if needed):

13. Event History:

a. Is this the first year for the event? If "No," list prior event dates and attendance figures.
No, annually in April for past 11 years. A .

b. Is this the first year on Fort Lauderdale Beach? If "No," list prior event dates and attendance figures.

14. Project Attendance:

a. Total Projected Attendance:

b. Percentage of attendees expected to stay overnight: nights

c. Percentage of attendees from outside Broward/Palm Beach/Miami-Dade counties:

SECTION 5: FUNDING REQUEST

15. Amount Requested from BBID:

16. List other funding sources, including sponsors, and amounts:

1. ticket sales
2. Sponsorship
3. Concessions.



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SECTION 6: ECONOMIC IMPACT

17. Economic Impact:

- a. Describe in detail the positive economic impact on the BBID and its businesses. Include how the event aligns with [Ordinance C-06-34](#) by increasing tourism to BBID.

,Tortuga Music Festival According to our most recent Economic Impact study (2023), drives over \$123 Million in Economic Impact annually.

The Average attendee spends over \$1300 per person
Over 60% of attendees are visitors to Broward County.

90% stay over 3 nights, 40% stay over 4 nights and 17% stay 5 or more nights during their visit to Tortuga.

- b. Define the measurable outcomes you will use to evaluate the event's success (e.g., attendance, hotel stays, media impressions, revenue

- 1.Attendance (ticket sales)
2. Crowd response
3. Media response



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- c. If the BBID has funded this event in previous years, provide specific measurable outcomes achieved during that time.

The BBID funding has been an important component of Tortuga's success. Over the years, the funds have been used to offset the costs of city services (police, fire, EMS, etc). This insures a safe and smooth event operation each year.

Operational and production costs have sky rocketed over the past few years and many festivals (i.e. Sunfest in west Palm) have shuttered. The support of BBID funding is instrumental to the long term success of TMF.

SECTION 7: ADVERTISING, MARKETING, AND PROMOTION

18. Attach marketing plan and timeline.

19. Attach measurable results from your previous marketing efforts to show the effectiveness of your strategies and the event's impact. Examples include:

- Post-Event Reports: Metrics, key takeaways, and audience insights.
- Economic Impact: Room nights generated, attendee spending, or revenue estimates.
- Promotional Examples: Ads, social media posts, or other marketing materials.
- Advertising Metrics: Reports from paid campaigns or broadcast reach.
- Digital Metrics: Impressions, reach, and engagement.
- *Accepted formats: PDF, Word document, or Excel file.*

20. Sponsorship Levels:

- a. Indicate the sponsorship level aligned with this request:

Sponsorship Packages range from \$100,000 to \$600,000+. This would align with a mid-level sponsor agreement.

- b. Attach the sponsorship proposal.

21. BBID Sponsorship Integration:

- a. Describe how BBID sponsorship will be showcased across event marketing channels to drive tourism growth. Include details on integration with the BBID website, social media, email campaigns, and other promotional efforts.

The TMF team will work with Judy & Tasha & team-and the BBID board to customize a package that meets all of the requirements for funding. This can include on site, digital, social and marketing inclusion.



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BBID Sponsorship Terms

22. Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide the logo and manage its usage.
- Map and Site Plan are attached.
- Detailed Event Schedule is attached (if available).
- Marketing Plan, Timeline, and Measurable Results from Previous Event Marketing Efforts are attached as one PDF.
- Sponsorship Proposal is attached.
- Prior Year's Financial Statements are attached.
- Profit and Loss Statement for Prior Year's Event is attached.
- Completed BID Budget Worksheet is attached.
- I am the authorized representative to sign the BID application and City agreement.
- I am not authorized to sign the BID application or City agreement.

Prior to signing this application, please confirm the following:

- Legal name and place of business match the records on Sunbiz.org.
- Location or site map is attached and/or uploaded.
- Proof of how the BBID logo will be used is attached and/or uploaded.
- Prior year's financial statements for the company/organization are attached (if available).
- Prior year's profit-and-loss statement for the event is attached (if available).
- I am the authorized representative to sign the BBID application and City Agreement.
- I am not authorized to sign the BBID application or City Agreement.

Note: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the applicant must provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company with the City of Fort Lauderdale. **Provide the name and title of the individual authorized to execute a Grant Participation Agreement with the City.** If the person signing the agreement on behalf of the company is not listed as an authorized signer, a Corporate Resolution will be required to execute the agreement.

Applicant Authorization

23. Authorization Details:

• Name and Title of Authorized Representative:

• Company Name:



Fort Lauderdale Beach Business Improvement District (BBID)

- Signature:
- Date Signed:

Contact information for inquiries:

City of Fort Lauderdale

Judy Erickson, Program Manager

Phone: 954.828.4599

Email: JERickson@fortlauderdale.gov