

## 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"/> Partnership
<input type="checkbox"/> C-Corporation	<input type="checkbox"/> S-Corporation
<input type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Other, please specify:
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. Name of Organization:
- b. Street Address:

- c. City:
- d. State:
- e. Zip Code:
- f. 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.

### 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.

**11. Event Location:**

- a. Specify the event location and address:

b. REQUIRED DOCUMENT: Site map and site plan.

**12. Event Schedule:**

a. Set-Up Dates and Hours:

b. Event Dates and Hours:

c. Tear-Down Dates and Hours:

d. REQUIRED DOCUMENT: Detailed schedule, if available.

**13. Event History:**

a. Is this the first year for the event? If "No," list prior event dates and attendance figures.

☐ Yes ☐ No

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

☐ Yes ☐ No

**14. Project Attendance:**

a. Total Projected Attendance:

b. Percentage of attendees expected to stay overnight:

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

**SECTION 5: FUNDING REQUEST**

**15. What is the amount requested from BBID?:**

**16. Is this event receiving funding from Visit Lauderdale?**

☐ Yes ☐ No If Yes, specify the amount:

**17. Is this event receiving funding from other sources?**

☐ Yes ☐ No

If Yes, specify the sources and amounts:

## SECTION 6: ECONOMIC IMPACT

### 18. 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.

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

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

## SECTION 7: ADVERTISING, MARKETING, AND PROMOTION

**19. REQUIRED DOCUMENT:** Marketing plan and timeline.

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

- i. Post-Event Reports: Metrics, key takeaways, and audience insights.
- ii. Economic Impact: Room nights generated, attendee spending, or revenue estimates.
- iii. Promotional Examples: Ads, social media posts, or other marketing materials.
- iv. Advertising Metrics: Reports from paid campaigns or broadcast reach.
- v. Digital Metrics: Impressions, reach, and engagement.
- vi. Event recap of previous year's event.
- vii. *Accepted formats: PDF, Word document, or Excel file.*

**21. Sponsorship Levels:**

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

- b. **REQUIRED DOCUMENT:** Sponsorship proposal.

**22. 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.

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## REIMBURSABLE GRANT FUNDING APPLICATION FY 2025

### BBID Sponsorship Terms

**23. 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.
- ☐ Legal name and place of business match the records on Sunbiz.org.
- ☐ 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

- Name and Title of Authorized Representative:
- Company Name:
- Signature:
- Date Signed:

#### Contact information for inquiries:

City of Fort Lauderdale  
Judy Erickson, Program Manager  
Phone: 954.828.4599  
Email: [JErickson@fortlauderdale.gov](mailto:JErickson@fortlauderdale.gov)

## BUDGET WORKSHEET

24. Complete the event budget:

Applicant Organization:	
Name of Event:	
BBID Funding Request	
Budget does not have to balance. It can show a profit or a loss	
<b>Revenue</b>	<b>Projected \$ Amount</b>
Ticket Sales	
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	
Concession/Vendor Revenue	
Other (specify):	
<b>Total Revenue</b>	
Percent of Revenue Covered by BBID	
<b>Expenses</b>	<b>Projected \$ Amount</b>
Venue	
Entertainment/Performers/Presenters	
Permits & Licenses	
Staff	
Security	
Catering	
City Services (Public Safety, Parking, City Staffing etc)	
Advertising/Promotions	
Photography/Videography	
Displays, Décor, Supplies & Swag	
Cleaning & Sanitation	
Equipment Rental	
Taxes & Fees	
Ticketing/Access	
Signage	
Office Expenses	
Other (specify):	
Other (specify):	
<b>Total Expenditures</b>	
Percent of Expenses Covered by BBID	
<b>Net Profit/Loss</b>	





# FLORIDA PANTHERS

AN ORGANIZATION ON THE RISE



# **ECONOMIC IMPACT ON BROWARD COUNTY**





The Panthers have created at least a \$125 million impact on the local economy over the last two playoff runs

\*Fort Lauderdale Downtown Development Authority - DDA



# Tentpole events have been a massive contributor to the Broward County Economy:

- 2022-23 NHL All-Star Game: **\$30 million** in total economic activity
- 2022-23 Stanley Cup Finals: **\$11 million** in total economic activity
- 2023-24 Stanley Cup Finals: **\$22 million** in total economic activity
- 2023-24 Stanley Cup Parade: **\$3 million** in total economic activity

These four occasions alone generated a total of **\$66 million**. Additionally, the impact of media impressions on Broward County would likely be in the tens of millions.



## The four 2023-24 Stanley Cup Final games played at Amerant Bank Arena had a significant tourism impact:

- **Hotels:** Contributed 2,500 incremental room nights x \$165 ADR x 8 days = \$3.3 million in output
- **Restaurants:** 27,000 total attendees x \$69/day per diem x 8 days = \$14.9 million in output

\*Walter Duke & Partners



**50% of Panthers regular season ticket revenue is via non Broward County residents.**

- 37% comes from P-B and Miami-Dade
- 13% comes from outside South Florida - Canada, New York, New Jersey, and other locations

**Roughly 3,000 of the attendees at the 2023-24 Stanley Cup game 7 visited from Canada.**



Panthers utilize registered Broward County small businesses for at least 25% of the work at the arena (and community events) and have consistently been in the mid-30% range

- E-Corp Productions (Hollywood, FL) - Provide labor for event changeovers
- Mills Electric (Ft Lauderdale, FL) - Handle major electrical projects (new sound system)
- Gomez & Son Fence (Ft Lauderdale, FL) - Handle all fencing needs





BLINK-182

JUL 11

nextiva

PANTHERS WIN

FLORIDA PANTHERS

16:58

2 3

163,790

50-50

GEICO

FASTER

jetBlue

Baptist Health

AutoNation

verizon

guaranteed

betway

Great Clips

GEICO

TRULY

betway

Stab