

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:

☐ Sole Proprietorship	☐ Partnership
☐ C-Corporation	☐ S-Corporation
☐ Limited Liability Corporation LLC	☐ 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:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

- 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:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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:

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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 [REDACTED] 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)

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

- 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.

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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 [REDACTED].
- ☐ 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: [REDACTED]

Fort Lauderdale Beach Business Improvement District (BBID)

REIMBURSABLE GRANT FUNDING APPLICATION FY 2026

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	
Revenue	Projected \$ Amount
Ticket Sales	
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	
Concession/Vendor Revenue	
Other (specify):	
Total Revenue	
Percent of Revenue Covered by BBID	
Expenses	Projected \$ Amount
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):	
Total Expenditures	
Percent of Expenses Covered by BBID	
Net Profit/Loss	



We are seeking the Beach Business Improvement District's partnership and financial support in bringing to life a new annual holiday tradition at Marina Village — a 45-foot-tall Christmas tree installation, which would become the tallest holiday tree in the county.

Planned for the central walkway of Marina Village, this installation will serve as a vibrant, family-friendly community centerpiece throughout the holiday season. The activation will run for approximately six weeks and include a grand tree lighting ceremony, along with weekly events and programming designed to draw residents and visitors alike. These events will not only enhance the festive spirit of the area but will also create meaningful economic and cultural impact through increased foot traffic and regional media attention.

The total cost of the installation and programming is approximately \$85,000. Marina Village has already committed \$40,000 toward the project and is requesting \$45,000 in financial assistance from the City to close the gap. This would not be a one-time event—our goal is to establish this as a recurring annual tradition the community can rely on and look forward to for years to come.

We believe this initiative aligns with the City's broader goals of supporting community engagement, arts and culture, and economic development. Your support will help us deliver a signature holiday attraction for Fort Lauderdale, one that brings joy, unity, and visibility to our city each holiday season.

We would welcome the opportunity to discuss this partnership further and answer any questions you may have.

