



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

B. Is the company doing business under another name?

If yes, please list the name below.

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- ☐ Sole proprietorship
- ☐ Partnership
- ☐ Corporation
- ☐ S-Corp
- ☐ Limited Liability Corporation (LLC)



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

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

5. Location of Event

Provide description and location map or site plan.

6. List all dates associated with this event

a. Set-Up Date:

b. Event Date:

c. Breakdown Date:

7. Hours of Operation:

8. Projected Attendance:

9. Cost to Attendees:

10. Total Cost of Event:



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11. Amount Requested from the BID:

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

13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.

Local Law Firm: Demesmin and Dover Law Firm Pomerey: Vranken Pommeroy
Local Dealership: Ed Morse Bayview Cadillac FTL DDA: Fort Lauderdale Downtown Development Authority

14. Please list proposed activities planned.

Attach a narrative, if necessary.

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 three to five years. Attach a narrative, if necessary.



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- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. 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 the number of visitors to the BID.**

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

- 18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

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



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BID SPONSORSHIP TERMS

20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- ☐ **A. BID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- ☐ **B. BID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- ☐ **C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- ☐ I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- ☐ I will provide a PowerPoint presentation detailing 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 with the City of Fort Lauderdale.
- ☐ I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- ☐ If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- ☐ If the BID Committee recommends approval of 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. Address follows on the next page.



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GRANT APPLICATION BID SPONSORSHIP TERMS

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

Please also submit electronic copies via e-mail to:

- Tasha Cunningham, BID Manager:
tasha@thebrandadvocates.com
- Cija Omengebar, City of Ft. Lauderdale CRA:
COMengebar@fortlauderdale.gov
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

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

☐ If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

☐ I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attention: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



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GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

**Prior to Signing This Application,
please check the following to
acknowledge completion:**

- ☐ LEGAL NAME AND
PLACE OF BUSINESS
MATCH SUNBIZ.ORG
- ☐ LOCATION OR SITE MAP
IS ATTACHED TO THE
APPLICATION
- ☐ PROOFS OF HOW THE
BID LOGO WILL BE USED
ARE ATTACHED
- ☐ AS THE APPLICANT, I AM
THE AUTHORIZED
REPRESENTATIVE TO
SIGN BID APPLICATION
AND CITY AGREEMENT
- or
- ☐ NOT AUTHORIZED TO
SIGN AGREEMENT

BID FUNDING HISTORY (For BID Staff Use Only)

APPLICANT FULL NAME (PRINT)

Katrina E. Reed

APPLICANT SIGNATURE

MANAGER:

COMPANY NAME AND TITLE

DATE SIGNED

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, applicant shall 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.

BID LOGO EXAMPLES



MARKETING



The Greater Fort Lauderdale Food & Wine Festival has a multifaceted marketing strategy that focuses on robust social media campaigns, major local and regional print publications, radio giveaways and commercial spots, e-mail blasts, web banners, and outdoor advertising.

PRINT	DESCRIPTION	QUANTITY
RSVP Direct Mailer	Coupon pack sent to Broward County Homes with AGI of 125k+	50,000
Event Fliers/ Posters	Fliers and posters given to participating restaurants, businesses, and hotels	100,000
TravelHost	Editorial	200,000

TV & RADIO	DESCRIPTION	QUANTITY
Television	Promotional spots and interviews	Negotiating
Radio	Promotional radio spots, interviews and giveaways	Negotiating
YouTube	Series of cooking demos highlighting Broward County chefs	79,000+ Views

MARKETING-DIGITAL

DIGITAL- GFLFW	DESCRIPTION	QUANTITY
E-blasts	Targeted updates and offers (twice a month October- Janaury)	150,000/per
Facebook Events	Event updates pushed out to followers and those interested in attending	13,000
Eventbrite Events	Targeted email marketing through Eventbrite to past ticket purchasers	7,600
Paid Social Media Ads	Paid promotions and contests through Instagram, Facebook and LinkedIn	100+
Discover FTL Beach Promo	Promotions encouraging viewers to visit Fort Lauderdale Beach	4
Discover FTL Beach Contest	Co-branded ticket giveaways on multiple social platforms	4

DIGITAL- PARTNERS	DESCRIPTION
Travelhost	Event calendar listing; website listing including ticket links; editorial/blog featured on website; social media posts (45,000+ followers)
Visit Lauderdale	Marketing support including press releases, paid social posts (311K+ Followers), giveaways, calendar listing on website
Influencers	Social posts and contests including Hungry Black Man (71K Followers); BurgerBeast (123K Followers) ; NOLA Creations (14K Followers); Lauderdale Local (13.5K Followers), etc.
Charity Partner	Cross promotion by Joe DiMaggio Childrens hospital with email blasts, social posts,and contests (160K+ Followers)
Participants	Social posts, email blasts and ticket giveaways on multiple social platforms from festival participants and their PR companies (over 75 chefs, restaurants, hotels, liquor brands, retailers and vendors)

MARKETING SCHEDULE

Q1 FY 2022		Pre-Event		Event Week				On-Property										Last Call	
Calendar	Week 24	Week 20	Week 18	Week 15	Week 14	Week 13	Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1	Week 0
DB																			
Key Event		Event Return	Official Event Launch	Early Bird				Advanced Pricing		GT Restaurant List	Cooking Demos Announced	SAVOR Dining Series	Battle Above the Boardwalk Weekend	Cocktail Confidential	Who's Pouring at the GT	SAVOR Menus	Final Restaurant List	Last Chance	Event Opener
Rudo																			
Spokenword																			
Email																			
Newsletter																			
Blog																			
Guest Blog																			
Organic Social																			
Instagram																			
Facebook																			
Twitter																			
LinkedIn																			
Pod Social																			
Influencers																			
YELP																			
Partner Promotions																			
Public Items																			
Townhall FTL																			
Event Listings																			
Press Release																			
SEM: AdWords																			
General Marketing																			
Posters																			
Postcards																			

IN THE NEWS



lifestyle MEDIA GROUP



EASY 93.1

EATER



SunSentinel

ENTERTAINMENT TELEVISION

boca



LUXURY GUIDE

HOLLYWOOD CONNECTING YOUR COMMUNITY SINCE 2001 *Gazette*



edible SOUTH FLORIDA



SOUTH FLORIDA BUSINESS JOURNAL



FORT **LAUDERDALE** magazine

Wopular

99JAMZ

BIG 105.9

SFBW SOUTH FLORIDA BUSINESS & WEALTH

Weekend Broward Palm Beach

Gold Coast THE MAGAZINE OF SOUTH FLORIDA

MIAMI New Times

Miami.com



102.7 THE BEACH

GO RIVERWALK FORT LAUDERDALE'S CITY MAGAZINE

LAUDERDALE PRESENTS

The Best of FORT LAUDERDALE

THE AMERICAN DREAM

The Boca Raton Tribune Your Closest Neighbor



let's go South Florida

SOCIAL

Greater Fort Lauderdale Food & Wine Festival

Posted by Phillip Marro
July 8 · 🌐

#TBT to the SOLD OUT Land & Sea Pairing Dinner at [Here & Now Ft. Lauderdale](#) with Chef Sergio ... See More



Visit Lauderdale

Photos Videos **Events** Posts Groups

ENDED MARCH 17
SOLD OUT - Cocktail Confidential: A Spirited Affair
Sistrunk Marketplace & Brewery
Phillip Marro invited you.

ENDED MARCH 16
SOLD OUT - Hip Hop Beats & Wagyu Beef
Sardelli Italian Steakhouse
Phillip Marro invited you.

ENDED MARCH 15
SOLD OUT - My HERITAGE by Chef Rino Cerbone
Heritage FTL
Community Farmers Markets Of South Florida
Oct 27 · 🌐

Mark your Calendars. Lickie Stickie BBQ is part of the hosting committee of talented chefs. Find Lickie Stickie BBQ at our weekend farmers markets. [Farmersmarketfl.com](https://gflfoodwine.com/)
<https://gflfoodwine.com/>



GFLFoodWine.com



FRIDAY, MARCH 19, 2021 AT 7 PM
SOLD OUT - Veg Out: Plant Based Dining Experience feat Chef Josie...
The Atlantic Hotel & Spa • Fort Lauderdale

TravelHostFTL
11 hrs · 🌐

Save while you can! Early Bird ticket pricing expires on Monday, Nov 8th for the [Greater Fort Lauderdale Food & Wine Festival](#)



Restaurants presenting at The Grand Tasting will be announced on Nov 10th. What are you waiting for?
... See more



Greater Fort Lauderdale Food & Wine Festival is in Downtown Fort Lauderdale.

Oct 26 · Downtown Fort Lauderdale · 🌐

@chefdarrelljohnson and @nolacreation504 are in the building!



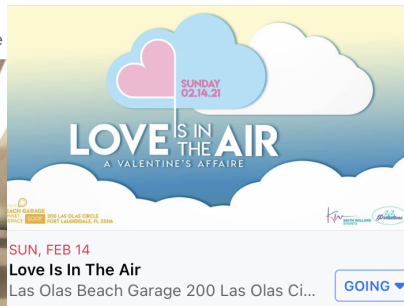
The contents of this bag are highly addictive. Want some? Check out [GFLFoodWine.com](https://gflfoodwine.com) for a full schedule of appearances.

#gflfw #fortlauderdale #fortlauderdale... See more



Downtown Fort Lauderdale · Join

Arianne Glassman · January 17 · 🌐
Gal pals, newly engaged and lovers of a lifetime, are you ready to take your love to new heights, literally? From the producers of [Greater Fort Lauderdale Food & Wine Festival](#), and award-winning Wedding Planner, [Keith Willard Events LLC](#), Love is in the Air: a Valentine's Affair is an experience like no other. Featuring live music and entertainment, a... See More



Bubbles & Pearls
March 27 · 🌐

We ❤️ you CHEF! Josie Smith Malave

Greater Fort Lauderdale Food & Wine Festival is at The Atlantic Hotel & Spa.

Posted by Instagram
March 20 · Fort Lauderdale, FL · 🌐

This evening was magical thanks to this culinary dream team!
... See More



Visit Lauderdale

Photos Videos **Events** Posts Groups

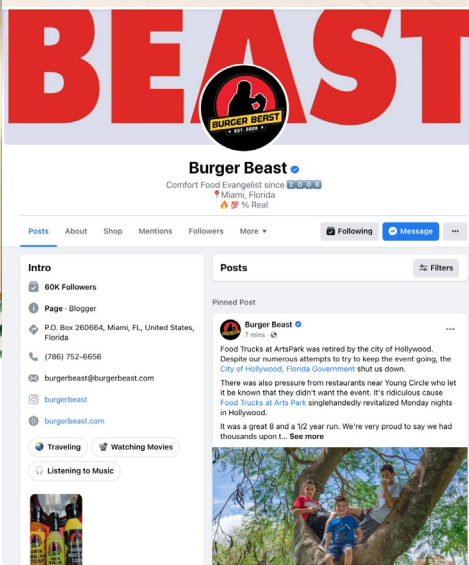
ENDED MARCH 21
Catch the Love Toy Drive for Joe DiMaggio Children's Hos...
Cali Coffee
... See More

ENDED MARCH 19
SOLD OUT - Veg Out: Plant Based Dining Experience feat...
The Atlantic Hotel & Spa
... See More

ENDED MARCH 18
Shady Distillery Dinner
Sistrunk Marketplace & Brewery
... See More

Book Now
CAM 22-0008
Exhibit 2

sunnyPage 13 of 20





GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL

presented by



JANUARY 10 - 16, 2022

ftlbeach

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CAM 22-0008

Exhibit 2

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Release Your Inner Foodie

The Greater Fort Lauderdale Food & Wine Festival is the premier culinary event in Broward County. Featuring monthly curated experiences and culminating with a week-long celebration, the festival places the spotlight on Broward County as one of the top foodie destinations in the country. GFLFW will connect locals and tourists with emerging and national brands as well as top culinary talent from Greater Fort Lauderdale and around the world.

Experiences:

Signature Events

- Cocktail Confidential
- Poolside BBQ Battle
- Grand Tasting
- Family Day benefiting Joe DiMaggio Children's Hospital

Education

- Culinary Demonstrations
- Wine/Beer/Spirits Seminars
- Family-friendly Culinary Classes

Savor Series

- Intimate Dining Experiences
- Mixology Events

Art & Culture

- Foodie Flicks
- Interactive Art Installations
- Music

Charitable Initiative:

The Greater Fort Lauderdale Food & Wine Festival will again benefit Joe DiMaggio Children's Hospital, helping with their mission to improve the overall health of the community.

7,500+ ATTENDEES

700+ # OF VIP GUESTS

100+ PARTICIPANTS



LOCAL AND INTERNATIONALLY KNOWN CHEFS



LOCAL RESTAURANTS AND CATERERS



WINERIES, CRAFT BREWERIES AND DISTILLERIES

INAUGURAL
2019
YEAR

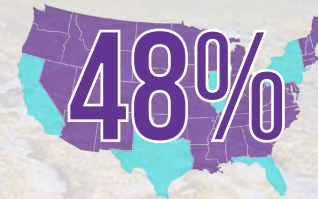
40%

PERCENTAGE OF ATTENDEES WITH A HOUSEHOLD INCOME OVER \$75,000

PERCENTAGE OF ATTENDEES FROM BROWARD COUNTY

52%

PERCENTAGE OF ATTENDEES FROM OTHER PARTS OF FLORIDA, THE UNITED STATES, CANADA, THE CARRIBBEAN AND LATIN AMERICA



INTEREST & AFFINITY CATEGORIES



MEDIA & ENTERTAINMENT



TRAVEL BUFFS



COOKING ENTHUSIASTS



HOME IMPROVEMENT



BUSINESS PROFESSIONALS



SHUTTERBUGS



BANKING & FINANCE



FOODIES



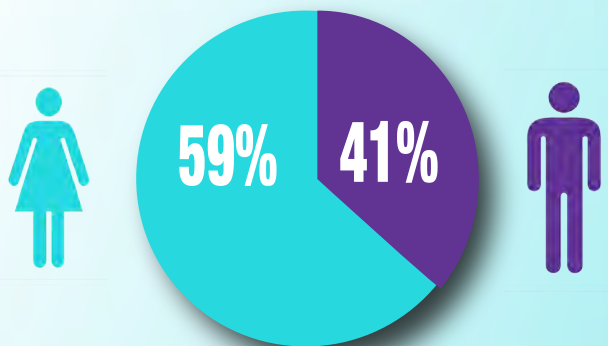
CONCERTS & FESTIVALS

BY THE NUMBERS



TOTAL REACH

GENDER SPLIT



AGE

25-34	29%
35-44	26%
45-54	21%

111M+ MEDIA & PR IMPRESSIONS

\$3.1M+ MEDIA & PR VALUE

25K+ SUBSCRIBERS

OOH



- Digital Billboards
- Fliers/Rack Cards/Social Cards
- ArtsPark Digital Display
- Florida Panthers In Game Static Images

4,659,000
TOTAL IMPRESSIONS

DIGITAL



- GFLFoodWine.com
- Web Banner Placements & Re-targeting
- Email Blasts

7,226,000
TOTAL IMPRESSIONS

RADIO



- Entercom/ Cox Media Group
- On-air & Online Campaigns
- 580 Spots
- Social Media Posts

4,250,000
TOTAL IMPRESSIONS

PR



- Television: 23+ Packages, Mentions & Live Coverage
- Broadcast Total Viewership of 2,750,000
- Print & Digital: 107 Articles
- Filmed Interviews

93,386,000
TOTAL IMPRESSIONS

SOCIAL



- Partnered with Local Bloggers & Influencers
- Updates on Facebook & Instagram
- Social Media Ads

3,982,000
TOTAL IMPRESSIONS

45%

BROWARD COUNTY

30%

FLORIDA-OUTSIDE BROWARD

23%

OUTSIDE FLORIDA

25 STATES
5 COUNTRIES

* Festival cancelled in 2020 due to Covid-19 10 Days prior to commencement date. Limited Festival in 2021 due to Covid-19.

BITES AND SIPS



BOATYARD

BODEGA
Tapas y Tapas

LOBSTER BAR
SEA GRILLE
Ft. Lauderdale

MASTRO'S
OCEAN CLUB
M

HERITAGE
BY CLEONE

THE COOK AND THE
CORK

SUSHI
garage

TAKATO

Primo
Wine • Cigars • Beer • Spirits



BUBBLES + PEARLS
CHAMPAGNE RAW BAR
* WILTON HANDEL *



OCEANIC
at POMPAHO BEACH PIER

STEAK⁹⁵⁴

YOLO
YOU ONLY LIVE ONCE



V
VALE
FOOD CO

SILK
ROAD

TORO
BY CHEF RICHARD SANDOVAL



DUNE
BY LAURENT TROUSSE



even keel
FISH SHACK



PRP WINE
INTERNATIONAL

Wild Fork

Twice
— REMOVED —

W
WANDERING
WINES



Ever
ON THE WATER

Lona
COCINA • TROUSSE

Papa's
RAW BAR
Fresh Seafood • Fine Wine • Craft Beer • Live Music
Eat Drink and Be Local



the WILDER

SUN SURF SAND

BREAKTHRU
BEVERAGE GROUP

EXPERIENCE!
THE FINGER LAKES

BURLOCK
COAST
SEAFARE
& SPIRITS

Sicilian
OVEN

oaxaka

FUNKY
BUDDHA

sobeVegan

STEELPAN

yot
BAR & KITCHEN

PINK
FLAMINGO

Boldly,
NY.
www.newyorkwines.org



HOST OF THE GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL GRAND TASTING AND FAMILY DAY

The Greater Fort Lauderdale Food & Wine Festival is an elevated experience offering a partner the unique opportunity to connect with its target audience in a unique and relaxed environment. Partnership includes multiple branding opportunities such as recognition as the host of the Grand Tasting and Family Day, experiential activation space, logo on chef's aprons and tasting glasses, branded signage and more. For the attendee, the festival offers distinct culinary experiences for both adults and children alike with event activations for everyone under the sun.



- Recognition as the host of the Greater Fort Lauderdale Food & Wine Festival Grand Tasting and Family Day
- 30 GA tickets for the Grand Tasting (may be used for contests)
- 16 VIP tickets for the Grand Tasting (may be used for contests)
- 1- 10 x 20 exhibit space at the Grand Tasting and Family Day
- Partner logo on all tasting glasses for the Grand Tasting
- Partner logo on all chef aprons for the Grand Tasting
- Partner logo placement on the entrance banner to the Grand Tasting and Family Day
- Partner logo placement on Adirondack chairs placed throughout the venue
- Partner logo placement on Kitchen Demo Stage banners at the Grand Tasting and Family Day
- Partner logo on all email newsletters
- 4 event-related posts on Festival Social Media properties promoting FTL Beach
- Opportunity for a co-branded ticket giveaway with festival and FTL Beach
- Partner logo placement on the partner page of GFLFoodWine.com and website footer, clickable to partner's website
- 10 Banner placements at the Grand Tasting and Family Day (banners provided by partner)