



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

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

Bryce Hollweg

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

##### A. Registered Business Name

Florida Panthers Hockey Club, LTD

##### 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)



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

- 3. Name and title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of the stated business above. If person signing the agreement on behalf of the company is not listed as authorized signor, a Corporate Resolution will be needed with the executed agreement.**

Bryce Hollweg  
Chief Operating Officer  
Florida Panther Hockey Club

- 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.**

NHL All-Star Weekend. Annual premier event hosted by the National Hockey League and rotating Host City. Past events include, Las Vegas in 2022, St. Louis in 2020, San Jose in 2019 and Tampa Bay in 2018. Last time hosted in South Florida was 2003.

- 5. Location of Event**

*Provide description and location map or site plan.*

SEE ATTACHMENT

- 6. List all dates associated with this event**

- a. Set-Up Date: 25 JAN 2023 Set-Up Begins
- b. Event Date: 2 FEB - 5 FEB 2023
- c. Breakdown Date: 6 FEB 2023

- 7. Hours of Operation:** SEE ATTACHMENT

- 8. Projected Attendance:** SEE ATTACHMENT

- 9. Cost to Attendees:** FREE for general public.

- 10. Total Cost of Event:** SEE ATTACHMENT

Page 2 of 8



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

**11. Amount Requested from the BBID:** \$125,000. Matching request from FTL

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

SEE ATTACHMENT

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

Other sources of revenue include ticket sales, with NHL retaining all revenues of sales as event host. Partial sales from merchandise and food & beverage gross revenues.

SEE ATTACHMENT

**14. Please list proposed activities planned.**

*Attach a narrative, if necessary.*

SEE ATTACHMENT

**15. BBID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years unless otherwise approved by the BBID. Provide a business plan detailing how the proposed event will become self-sustaining within three to five years. Attach a narrative, if necessary.**

Not Applicable, One-Time Event



Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

### **GRANT APPLICATION**

- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BBID 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 BBID.**

SEE ATTACHMENT

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

SEE ATTACHMENT

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

With majority of All-Star Weekend attendees traveling in from out of town locations, Fort Lauderdale Beach will be recognized for its dining experiences, leisure activities and world-class beaches by the hundreds of thousands of fans that will engage with All-Star Weekend and the festivities.

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

SEE ATTACHMENT



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

#### BID SPONSORSHIP TERMS

**20. Describe how the BBID 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. BBID 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. BBID 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. BBID 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 BBID logo in the appropriate format for marketing purposes. BBID Manager will provide logo and manage usage.
- ☒ I will provide a PowerPoint presentation detailing the event or project to the BBID 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 BBID 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 BBID 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.



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

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:

- Ingrid Kindbom, City of Ft. Lauderdale:  
[ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:  
[ssierra@fortlauderdale.gov](mailto: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 BBID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BBID 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:

Nighttime Economy Division  
Attention: Ingrid Kindbom  
300 SW 2nd Street, Ste 5  
Fort Lauderdale, FL 33312  
[ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION BID SPONSORSHIP TERMS

**When does your fiscal year end?**

30 JUNE 2023

**22. Describe the sponsorship levels you offer and indicate which level this request aligns with.**

The Florida Panthers have offered personalized sponsorship opportunities for community and business organizations to align with us for All-Star Weekend events. The proposed sponsorship with BBID (specific to Question 20 a-c) would provide BBID an opportunity to engage with our fans at the FTL Beach Sweep event on Sunday, January 29 on Ft. Lauderdale Beach. The Florida Panthers will be hosting a beach clean-up attended by Panthers staff, NHL personnel, Season Ticket Members, local community officials, and other volunteers to prepare for NHL fans arriving from all over the world. BBID will receive promotional inclusion for the event and on-site activation space.



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION

#### APPLICANT'S CONTACT INFORMATION

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

Bryce Hollweg  
1 Panther Parkway, Sunrise, FL 33323  
O: 954.835.7720 | C: 954.838.1353  
hollwegb@floridapanthers.com

**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  
BBID 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

#### BBID FUNDING HISTORY

(For BBID Staff Use Only)

No prior funding by the BBID

#### APPLICANT FULL NAME (PRINT)

Bryce Hollweg

#### APPLICANT SIGNATURE

**MANAGER:**

FPHC Chief Operating Officer

#### COMPANY NAME AND TITLE

1/5/2023

#### 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.

Page 8 of 8





Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

### **GRANT APPLICATION INSTRUCTIONS**

The Beach Business Improvement District (BBID) Grant Application is used to determine whether a proposal meets the goals and objectives of the BBID Committee and only proposals that comply with the BBID's goal of increasing the number of visitors to the beach will be considered. A completed application must be submitted 90 days prior to the event date.

The Beach Business Improvement District Assessment is a non-ad valorem assessment for the cost of providing beach business improvement services, facilities and programs that have a special benefit to business property located along SR A1A in the central beach area.

#### **BBID Grant Application Contact Information**

Ingrid Kindbom

Nighttime Economy Division

300 SW 2nd Street, Ste 5

Fort Lauderdale, FL 33312

(O): (954) 828-6178

(E): [ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)

#### **Overview of the BBID Application Process**

- ☐ **STEP 1** - Application Submittal
- ☐ **STEP 2** - BBID Committee Presentation
- ☐ **STEP 3** - City Commission Approval
- ☐ **STEP 4** - Execute Agreement
- ☐ **STEP 5** - Event Takes Place or Project Completed
- ☐ **STEP 6** - Submit Final Invoice for Payment
- ☐ **STEP 7** - BBID Committee Post-Event Financial Overview
- ☐ **STEP 8** - Provide Financial Statement



Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

### **GRANT APPLICATION INSTRUCTIONS**

#### **APPROVAL PROCESS**

BBID grant funding is a multi-step approval process:

#### **STEP 1 - APPLICATION SUBMISSION AND REVIEW**

A submitted application is first reviewed by staff for completion prior to placement on BBID Committee Agenda. If complete, staff will inform the applicant of BBID Committee meeting date for the presentation. Applicant shall prepare a 10 minute presentation about the proposed event, proposal or project for the BBID Committee's review. The BBID Committee meets 2nd Monday of each month at 3:30 p.m. at City Hall, 8th Floor conference room unless otherwise stated in the public meeting notice posted 72 hours prior to meeting date and time.

➡ **IF APPLICATION IS COMPLETE, MOVE TO STEP 2**

#### **STEP 2 - BBID COMMITTEE REVIEW - APPLICATION PRESENTATION**

BBID Committee will determine if proposal meets BBID goals and objectives, and whether to recommend to the City Commission to fund the proposal and at what level. A recommendation for approval requires majority vote of more than half of the BBID Committee Members.

➡ **IF APPLICATION ACQUIRES BBID COMMITTEE RECOMMENDED APPROVAL, MOVE TO STEP 3.**

#### **STEP 3 - CITY COMMISSION APPROVAL - CONSENT MOTION AGENDA ITEM**

The Fort Lauderdale City Commission reviews all BBID grant funding application items at a regularly schedule City Commission meeting. Staff will prepare a Commission Agenda requesting approval of grant funds as recommended by the BBID Committee. If approved, the applicant must have an authorized representative execute (2) copies of the Grant Participation Agreement between the applicant and the City and deliver the originals to City Attorney's Office with copies via e-mail to:

- Ingrid Kindbom, City of Ft. Lauderdale:  
[ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:  
[ssierra@fortlauderdale.gov](mailto:ssierra@fortlauderdale.gov)



Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

### **GRANT APPLICATION INSTRUCTIONS**

**The proposed event or project shall not begin without an executed Grant Participation Agreement.**

**STEP 4 – Execute Agreement**

**STEP 5 – Event Takes Place or Project is Completed**

**STEP 6 – Submit Final Invoice for Payment**

**STEP 7 – BBID Committee for Post-Event Financial Overview**

**STEP 8 – Provide Financial Statement**

#### **REIMBURSEMENT PROCESS**

Once grant funds have been approved by City Commission, City staff will work with the City's Procurement Division to issue a purchase order number for the recipient. After an event or project has taken place, the grant recipient must submit a final invoice detailing the expenses of the event as well as copies of paid expense receipts that match final invoice line item descriptions. The following are supporting document examples:

- Production company invoices (staging, lighting, etc.)
- Labor/staffing invoice
- If any City services were used for the event, back-up documenting use of such services must accompany your final invoice as well
- Finance/business tax; parks, clean up, fire/ems & paramedics, fire/ocean rescue; City Parking services; or police detail

Please note, an invoice packet without proper documentation will not be processed.

#### **SUBMIT THE FINAL INVOICE VIA E-MAIL**

The City of Fort Lauderdale Accounts Payable will date stamp received invoices prior to review and approval.



Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

---

### **GRANT APPLICATION INSTRUCTIONS**

The applicant shall submit the final invoice to City of Fort Lauderdale Accounts Payable Division and copy or "cc" City staff via email. City staff will review and process invoice in accordance with guidelines set forth by City of Fort Lauderdale. Once approved, the packet will be routed to the City's Finance Department to issue the check and mail to returnee address listed on final invoice.

#### **Include the information below on final invoice:**

- Addressed To: City of Fort Lauderdale
- Purchase Order Number is included
- Primary Contact: Ingrid Kindbom, Program Manager :  
Nighttime Economy Division  
300 SW 2nd Street, Ste 5,  
Fort Lauderdale, FL 33312

#### **E-Mail Invoice Packet: City of Fort Lauderdale Accounts Payable Division**

- E-Mail "TO" Field:
  - [acctspayable@fortlauderdale.gov](mailto:acctspayable@fortlauderdale.gov)
- E-Mail "CC" Field:
  - [ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)

**\*ADDRESS REIMBURSEMENT RELATED QUESTIONS TO INGRID KINDBOM.**



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION INSTRUCTIONS

#### FUNDING PROCESS SNAPSHOT

- Upon approval by the BBID, a request will be sent to the City of Fort Lauderdale City Commission meeting for final approval of which applicant is required to attend.
- Once approved, a grant agreement between the City and applicant will be signed before the City's Procurement Division provides the applicant with a purchase order number via mail.
- Applicant shall execute and deliver (2) copies of the Grant Participation Agreement, to City of Fort Lauderdale Attorney's Office.
- Payments from the BBID are made as per the guidelines set forth by the City of Fort Lauderdale.

#### APPLICANT CHECKLIST

- **BBID MEETING PRESENTATION:** Answer all questions thoroughly.
- Submit to BBID Manager two weeks prior to the next available regular BBID meeting
- Prepare presentation, maximum ten minutes, to the BBID Committee
- If providing a handout, please bring ten copies to the meeting
- If providing PowerPoint – no more than seven slides
- Send e- copy of PowerPoint to City staff
- Bring electronic copy of any backup to the BBID meeting on a USB flash drive



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BBID)

### GRANT APPLICATION INSTRUCTIONS

#### FUNDING PROCESS SNAPSHOT

- Applicant will provide the BBID with a post event overview within 60 days of the event to report on the outcome of the event. Staff will follow up with the applicant and inform the date, time and meeting location to present before the BBID Committee.
- **Provide Financial Statement:** Within ninety (90) days of the close of the participant's fiscal year, a financial 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  
Nighttime Economy Division  
300 SW 2nd Street, Ste 5  
Fort Lauderdale, FL 33312

#### APPLICANT CHECKLIST

- Once approved, a grant agreement between the City and applicant will be signed before the City's Procurement Division provides the applicant with a purchase order number.
- Applicant shall execute and deliver (2) copies of the Grant Participation Agreement, to City of Fort Lauderdale Attorney's Office.
- Payments from the BBID are made as per the guidelines set forth by the City of Fort Lauderdale.

#### City Commission Meeting Q&A

- If BBID recommends funding approval. Follow up with staff of date and time of scheduled Commission meeting for final approval. Applicant must attend.



Discover. Stay. Dine. Play.

## Fort Lauderdale Beach Business Improvement District (BID)

### GRANT APPLICATION INSTRUCTIONS

#### FUNDING PROCESS SNAPSHOT

**N/A**

#### APPLICANT CHECKLIST

- Send (2) Original Copies:
  - City Attorney's Office
  - 100 North Andrews Avenue, Fort Lauderdale, FL 33301
- Reimbursement of Funds/Payment:
- Submit final invoice via e-mail
- AcctsPayable@fortlauderdale.gov with copies to:
  - ikindbom@fortlauderdale.gov
- **BBID COMMITTEE MEETING**  
Post-Event Presentation
  - Prepare 6-10 minute presentation to the BBID Committee (follow steps above)
- Financial Statement:
  - City of Fort Lauderdale
  - Attn: Ingrid Kindbom, Program Manager
  - Nighttime Economy Division, 300 SW 2nd Street, Ste 5, Fort Lauderdale, FL 33312



Discover. Stay. Dine. Play.

## **Fort Lauderdale Beach Business Improvement District (BBID)**

---

### **GRANT APPLICATION PRESENTATION GUIDE**

The applicant shall prepare a PowerPoint presentation, maximum of ten (10) minutes in length to be delivered to the BBID Committee during a regularly scheduled monthly meeting where a quorum of the board is present. The BBID Committee will vote on an agenda item related to funding based on information contained in the presentation. Therefore, the BBID Committee has prepared the following guide to help ensure your presentation contains the following required information:

- What is the scope of your event?
- What will the BBID grant funds be used for?
- What will the event bring to Fort Lauderdale Beach in terms of visitors, revenue and hotel nights?
- How will the event benefit BBID businesses?
- How will the BBID logo, and BBID businesses, be incorporated into your event marketing?
- If you receive BBID grant funding, what BBID-branded merchandise will you purchase for distribution at your event?
- What kind of security will the event have in place?
- What specific metrics will be used to measure the BBID's Return on Investment (ROI)?
- Where will the BBID be featured as part of marketing the event? For example, will the BBID logo be featured in print, digital and social media advertising?
- Is this event affiliated with Visit Lauderdale? If so, is Visit Lauderdale a sponsor?
- On what level will this event be promoted? National, regional, statewide or locally?
- Who is the publicity, media relations, and promotions contact for the event? This information must be supplied to the BBID for coordination purposes.



# ATTACHMENT

## 5. Location of Event

*Culminating with the NHL All-Star Game itself, the NHL All-Star Weekend is comprised of a series of arena events, hospitality functions, media opportunities, broadcast properties and grass roots fan activities that we will be able to host throughout Broward County, specifically in the Fort Lauderdale Beach areas. All-Star festivities attract all 32 clubs within the National Hockey League as well as national corporate sponsor brands who attend to activate their brands and entertain VIP guests. All-Star Weekend features multiple signature events including Truly Hard Seltzer NHL All-Star Beach Festival, All-Star Player Red Carpet, NHL All-Star Beach Bash, Mascot Challenges to name a few drawing thousands of spectators to the local area for each event. Event locations include multiple beach-front hotels and Fort Lauderdale beach areas including Fort Lauderdale Beach Park.*

## 7. Hours of Operation...

*Truly Hard Seltzer NHL All-Star Beach Festival (2/2 – 12PM-8PM; 2/3 – 10AM-6PM; 2/4 – 10AM-6PM)*

*All-Star Player Red Carpet (2/3 – 3:00PM-4:30PM)*

*NHL All-Star Skills Competition at FLA Live Arena (2/3 – 7:00PM)*

*Saturday Sweat at Holiday Park (2/4 – 9AM-12PM)*

*NHL All-Star Game at FLA Live Arena (2/4 – 7:00PM)*

*NHL All-Star Beach Bash (2/4 – 6:30PM-10:30PM)*

## 8. Projected Attendance

*Truly Hard Seltzer NHL All-Star Beach Festival – 20,000+*

*All-Star Player Red Carpet – 2,500+*

*NHL All-Star Skills Competition at FLA Live Arena – 19,000+*

*Saturday Sweat at Holiday Park - 1,000*

*NHL All-Star Game at FLA Live Arena – 19,000+*

*NHL All-Star Beach Bash – 4,000*

## 9. Cost to Attendees

FREE for general public events; ticketed for exclusive events such as NHL All-Star Beach Bash and other VIP events hosted by the NHL

## 10. Total Cost of Event:

*The budget for the Florida Panthers to host NHL All-Star Weekend will exceed \$2.5 million with the National Hockey League budgeting in excess of \$5-7 million, totaling over \$7.5-9.5 million.*

## 11. Amount Requested from the BBID

\$125,000 matching the request of \$125,000 from City of Ft. Lauderdale

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

*Our goal of being selected to host this NHL event in South Florida is to drive fan engagement for the Florida Panthers for years to come and to leverage the ancillary events leading up All-Star Weekend to drive awareness and additional revenues throughout Broward County. In doing so, the Florida Panthers will incur expenses related to event operations, hospitality requirements, media purchases (specifically out of market as well as in market) to drive tourism to the area, community activations such as Fort Lauderdale Beach Sweep, NHL All-Star Beach Festival, Saturday Sweat (Health & wellness event), VIP*

*Hospitality events, Alumni and Player engagement opportunities and many others in which this sponsorship will have a direct impact on.*

13. List other revenue sources...

Other sources of revenue include ticket sales, with NHL retaining all revenues of sales as event host. Partial sales from merchandise and food & beverage gross revenues.

If requesting funds elsewhere...

-CVB Broward County - \$500,000 (Passed Commission approval and Board approval, pending execution of final agreement)

-Florida Sports Foundation - \$250,000 (Passed Commission approval and Board approval, pending execution of final agreement)

City of Sunrise - \$150,000 (Pending Commission approval)

City of Coral Springs - \$100,000 (Pending Commission approval)

City of Fort Lauderdale - \$250,000 (Requesting city approval of \$125,000 from City of Fort Lauderdale and \$125,000 from BBID)

14. Please list the proposed activities planned...

*FTL Beach Sweep (1/29 – 9AM-11AM) – Florida Panthers and partners to organize clean up of Ft. Lauderdale Beach areas*

*NHL All-Star Beach Festival at Fort Lauderdale Beach Park (2/2 – 12PM-8PM; 2/3 – 10AM-6PM; 2/4 – 10AM-6PM)*

*Media Day at Marriott Harbor Beach Resort (2/2 – 3:30PM -5:00PM)*

*All-Star Player Red Carpet at Fort Lauderdale Beach Park (2/3 – 3:00PM-4:30PM)*

*Friends & Family Brunch at Grateful Palate (2/4 – 9AM-12PM)*

*Saturday Sweat at Holiday Park (2/4 – 9AM-12PM)*

*Premium/Corporate Partner Brunch at Sparrow, The Dalmar (2/4 – 9AM-12PM)*

*NHL Partner Brunch/Alumni Man of the Year at S3 Restaurant (2/4 – 9AM-12PM)*

*NHL All-Star Beach Bash at Fort Lauderdale Beach Park (2/4 – 6:30PM-10:30PM)*

*NHL All-Star Skills Competition at FLA Live Arena (2/3 – 7:00PM)*

*NHL All-Star Game at FLA Live Arena (2/4 – 7:00PM)*

16. Explain in detail the positive economic impact...

*The All-Star Weekend provides an unparalleled opportunity for the Florida Panthers to showcase the Fort Lauderdale and Fort Lauderdale Beach in particular, before an important audience of NHL sponsors, licensees, media, broadcast rights holders, franchises and special guests that will be travelling into town, lodging in Fort Lauderdale Beach area hotels, to take part in these events, in addition to our season ticket members and millions of fans watching on television worldwide. Approximately 60% of ticket sales will come from out of town guests, who will likely be in market for a minimum 4 days each. Key metrics that directly impact the economic revenues from All-Star Weekend include lodging (7,000+ room nights committed to), restaurants, temporary jobs and overall consumer spending while in South Florida for duration of event. Long-term financial impact will come way of international media coverage All-Star events bring.*

17. Discuss how these impacts will be measured.

*Recap of ticket sales data from NHL to confirm out of town purchases, contracted hotel room bookings associated with ASW, projected attendance #'s for events such as NHL All-Star Beach Festival at Fort Lauderdale Beach Park and NHL All-Star Beach Bash.*

*Contracted NHL Hotels for 7,000 Room Nights include:*

- 1) Conrad Fort Lauderdale
- 2) W Fort Lauderdale
- 3) Ritz-Carlton Fort Lauderdale
- 4) Westin Fort Lauderdale Beach
- 5) B Ocean
- 6) Marriott Harbor Beach
- 7) AC Hotel Fort Lauderdale
- 8) Doubletree Sunrise Sawgrass Mills

18. Explain in detail how the event will aid in the efforts to brand FTL Beach.

*With majority of All-Star Weekend attendees traveling in from out of town locations, Fort Lauderdale Beach will be recognized for its dining experiences, leisure activities and world-class beaches by the hundreds of thousands of fans that will engage with All-Star Weekend and the festivities.*

19. Provide a detailed marketing plan...

Travelhost	1/2 Pg Print Ad in Dec/Jan Issue
Audacy Beach Party Activation	Event Activation
All-Star Towel Giveaway	Merchandise Giveaways
FLA Letters Logo	In-Arena Signage
Outfront	NY Times Square Billboards
Outfront	Static Billboards
Outfront	Art Basel Trolleys
Outfront	Brightline Screens
Outfront	Miami Bus Stop Digital Screens
Influencer Marketing	Influencer Marketing
Ballyhoo Boats	Digital Boat Video Boards
Event T-Shirt, Mini Fan & Koozie Givea	Merchandise Giveaways
Sponsor Public Ice Rinks	Marketing Signage
TV - WPLG, WSVN	Commercial Spots
Jersey reveal promotion - paid social,	Digital Marketing
Radio - Audacy, iHeart, Hubbard	Radio
FLA Live Arena Building Signage	Print
All-Star Photo Ops / Inflatables	Marketing Signage
Player Poster Giveaways	Print
Flagpole Banners	Print

22 Describe the sponsorship levels you offer...

The Florida Panthers have offered personalized sponsorship opportunities for community and business organizations to align with us for All-Star Weekend events. The proposed sponsorship with BBID (specific to Question 20 a-c) would provide BBID an opportunity to engage with our fans at the FTL Beach Sweep event on Sunday, January 29 on Ft. Lauderdale Beach. The Florida Panthers will be hosting a beach clean-up attended by Panthers staff, NHL personnel, Season Ticket Members, local community officials, and other volunteers to prepare for NHL fans arriving from all over the world. BBID will receive promotional inclusion for the event and on-site activation space.





# 2023 NHL ALL-STAR WEEKEND

SOUTH FLORIDA, FLORIDA



\*\*\*

A number of spectacular events will take place during this celebration of the NHL's greatest stars including the 2023 NHL All-Star Skills on Friday, February 3rd, and the 2023 Honda NHL All-Star Game on Saturday, February 4th at FLA Live Arena in Sunrise, FL home of the Florida Panthers.

The NHL All-Star Weekend is one of the NHL's premier events. Culminating with the NHL All-Star Game itself, the NHL All-Star Weekend is comprised of a series of arena events, hospitality functions, media opportunities, broadcast properties and grass roots fan activities.

An unparalleled opportunity exists for the Florida Panthers to showcase the South Florida market before an important audience of NHL sponsors, licensees, media, broadcast rights holders, franchises, special guests, season ticket members and millions of fans watching on television worldwide.



## Truly Hard Seltzer NHL All-Star Beach Festival™

**Official Fan Festival of the 2023 NHL® All-Star Weekend  
February 2-4 at Fort Lauderdale Beach Park**

**Three days of FREE family friendly hockey interactive games and attractions, special guest appearances, trophy and memorabilia displays, and a chance to take a picture with the greatest trophy in sports, the Stanley Cup®**

- Hockey Hall of Fame exhibit presented by Discover
- Collector's Showcase presented by Upper Deck
- Meet the NHL Mascots™ and watch them compete in the 8th Annual NHL Mascot Showdown™
- Meet and greet legends of the game as current NHL All-Stars and NHL Alumni sign autographs
- NHL All-Star Skills™ Zone
- Kids Zone





## Fort Lauderdale Beach Signature Event – Florida Panthers FTL Beach Sweep!

- Sunday, January 29<sup>th</sup>
- Starting Point - Las Olas Boulevard & A1A
- The Florida Panthers are taking over Fort Lauderdale Beach with an organization-wide clean up of our beautiful beaches as we welcome the National Hockey League to town ahead of All-Star Game Weekend, while raising awareness of the impacts of litter on our beaches.
- Expecting 300-500+ Volunteers made up of Florida Panthers employees, Season Ticket Members and Corporate Partners (i.e. Waste Management and United Way), local residents and schools, NHL staff, community officials
- Clean Up Equipment to be provided to all volunteers
- T-Shirt Giveaway for Volunteers
- Appearances by Florida Panthers Players and Alumni (to be confirmed)



## City of Fort Lauderdale Signature Event – SATURDAY SWEAT

### A CULTURALLY RELEVANT WELLNESS EXPERIENCE

- Saturday, February 4<sup>th</sup> (9AM-12PM)
- SATURDAY SWEAT fitness classes, open to all and targeting black & brown millennials
- Encourages healthy lifestyles to proactively address long-term health risks
- Top fitness instructors
- Live DJ Spinning fantastic music such as R&B, Soca, and Afrobeat
- Small business and minority-owned fitness and wellness vendors
- TRY BALL HOCKEY FOR FREE on the Holiday Park roller rink
- LIVE MUSIC, Food trucks, merchandise stations, Florida Panthers fan activations featuring inflatables, video game trucks, player appearances and MORE!
- DANCE, run and walk your way to a healthier morning!
- Encourage residents of Fort Lauderdale and the surrounding areas to attend and celebrate All-Star Weekend by partaking in this cultural, community event





## Events to be Hosted in Fort Lauderdale BBID Region Include:

**Truly Hard Seltzer NHL All-Star Beach Festival:** As the official fan festival of the 2023 Honda NHL® All-Star Weekend, Truly Hard Seltzer NHL Fan Fair™ will offer hockey fans of all ages four days of family friendly hockey interactive games and attractions, special appearances, trophy and memorabilia displays, and a chance to take a picture with the greatest trophy in sports, the Stanley Cup®!

**NHL Mascot Showdown:** NHL Mascots will showcase their hockey skills and athletic prowess, offering family-friendly fun for fans of all ages. Each competition will be preceded by a Mascot Parade to the beach-side rink followed by a ceremonial puck drop and mascot group photo.

**Red Carpet Player Arrivals:** Family-friendly event for fans to interact with the stars of All-Star Weekend as they arrive to town to take part in the festivities! Scheduled to take place in the beautiful ocean-side area of Fort Lauderdale and will showcase Fort Lauderdale Beach area to people all over the world!

**Saturday Night Party:** Exclusive ticketed hospitality event immediately following All-Star Game, featuring live entertainment and guests from National Hockey League and Clubs, National League Sponsors and VIP's

**NHL Media Day:** NHL All-Star Players take their turn for media interviews.

**Additional NHL Events to take place in Fort Lauderdale:** Hockey Cultural Advancement Summit, NHL All-Star Future Goals Kids Day presented by SAP, Pathways to Hockey Summit, Family & Friends Program Event, NHL Alumni Man of the Year Event

- VIP Hospitality Events for NHL league executives, Board of Governors and VIP's throughout the weekend
- Florida Panthers Season Ticket Member and Corporate Partner Events

**Fort Lauderdale Beach Signature Event – Florida Panthers FTL Beach Sweep!**





# NHL ALL-STAR WEEKEND ECONOMIC IMPACT HISTORICS (USD)

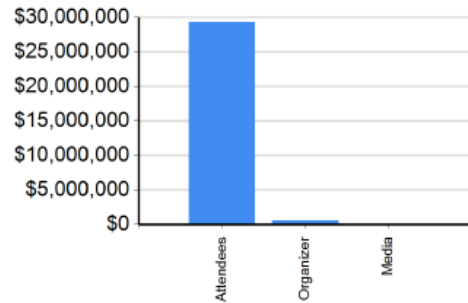
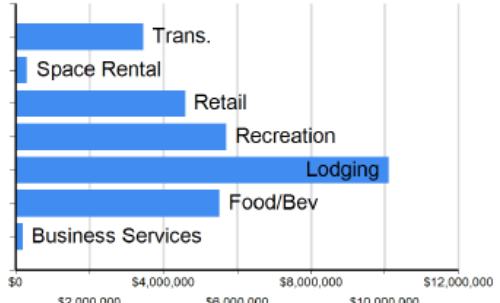
Year	Host City	Estimated Economic Impact	Source
2020	St. Louis	\$20M	Chris Roseman, STL sports commission
2019	San Jose, Calif.	\$15M	<a href="#">San Jose Sports Authority</a>
2018 <sup>(1)</sup>	Tampa	\$7.3M	Tampa Bay Sports
2017	LA	\$20M	Los Angeles Sports & Entertainment Commission & Anschutz Entertainment Group
2016	Nashville	\$25M	Nashville CVC
2015	Columbus	\$12M	Greater Columbus Sports Commission
2012	Ottawa	\$35M	Ottawa Tourism
2011	Raleigh	\$11.4M	Greater Raleigh Convention and Visitors Bureau (GRCVB).

Notes: (1) Tampa area hosted NHL All Star & Gasparilla Festival on the same weekend. Economic impact for NHL portion was allocated by Tampa Bay Sports



## Event Impact Summary

Destination: Greater Fort Lauderdale Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	NHL All Star Game 2023	Business Sales (Direct):	\$29,906,636
Organization:	National Hockey League	Business Sales (Total):	\$49,063,379
Event Type:	Professional	Jobs Supported (Direct):	6,868
Start Date:	1/31/2023	Jobs Supported (Total):	8,589
End Date:	2/5/2023	Local Taxes (Total):	\$1,386,538
Overnight Attendees:	18000	Net Direct Tax ROI:	\$412,014
Day Attendees:	14000	Estimated Room Demand:	38,285
Direct Business Sales			
<b>Sales by Source</b>		<b>Sales by Sector</b>	
			
Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$10,106,982	\$0	\$10,106,982
Transportation	\$3,458,428	\$3,347	\$3,461,774
Food & Beverage	\$5,513,819	\$0	\$5,513,819
Retail	\$4,598,000	\$0	\$4,598,000
Recreation	\$5,704,847	\$0	\$5,704,847
Space Rental	\$0	\$320,000	\$320,000
Business Services	\$0	\$201,214	\$201,214
TOTAL	\$29,382,075	\$524,560	\$29,906,636



## Event Impact Details

Destination: Greater Fort Lauderdale Convention & Visitors Bureau

Event Name: NHL All Star Game 2023 2023

Organization: National Hockey League

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$29,906,636	\$19,156,743	\$49,063,379
<b>Personal Income</b>	\$10,371,925	\$5,645,077	\$16,017,001
<b>Jobs Supported</b>			
Persons	6,868	1,721	8,589
Annual FTEs	286	72	358
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$2,746,516</u>	<u>\$1,645,436</u>	<u>\$4,391,953</u>
<u>State Total</u>	<u>\$2,181,510</u>	<u>\$609,187</u>	<u>\$2,790,697</u>
sales	\$1,679,075	\$287,351	\$1,966,427
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$502,435	\$321,836	\$824,271
<u>Local Total (excl. property)</u>	<u>\$1,162,014</u>	<u>\$224,523</u>	<u>\$1,386,538</u>
sales	\$279,846	\$47,892	\$327,738
income	\$0	\$0	\$0
bed	\$606,419	-	\$606,419
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$275,749	\$176,632	\$452,381
property tax	\$542,536	\$248,627	\$791,163

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$1,162,014	<p>Local Taxes</p> <p>Costs</p>
DMO Hosting Costs	\$750,000	
Direct ROI	\$412,014	
Net Present Value	\$412,014	
Direct ROI (%)	55%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$1,386,538	<p>Total ROI</p>
Total ROI	\$636,538	
Net Present Value	\$636,538	
Total ROI (%)	85%	

Estimated Room Demand Metrics	
Room Nights (total)	38,285
Room Pickup (block only)	7,000
Peak Rooms	8,182
Total Visitor Days	84,228