



FlockFest

July 7-8, 2023

Fort Lauderdale Beach, Florida

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Organization Overview

FlockFest is a strategic non-profit fundraising foundation that partners with other non-profits for transformational change. We plan, manage, and promote non-profit events that achieve fundraising goals and promote their mission and impact on the community. FlockFest also will help other nonprofits to promote their events by "co-hosting" events with the goal to raise more money for the nonprofit.

FlockFest was founded by Steven Crawford in 2014 with just a small group of 60 people and 30 floats and the event has now grown to over 500 floats, 400 VIP's and several thousand more attendees that join us outside the event area on the beach. "I contacted a bunch of friends for a fun time at the beach, told them to bring swan floats and be prepared for a great time," said Steven.

In 2020, Ryan Young was added to the FlockFest Board as VP of Programming and Community Relations and spearheaded the addition of our flagship partnership with Bar Rita on their weekly event called, 'Pride Mondays'. Ryan added, "Shortly after, we added 'Wednesday Fla-Mingle' at Tatts and Tacos in Oakland Park. Many Flockers that live further North wanted an option that was closer to home."

FlockFest also worked on the Santa Sip and Strut event which originally started as a "bar crawl" in 2016 by Rumors bar that started at Rumors and worked its way down "The Drive". The event was later acquired by FlockFest when Rumors closed in 2018. FlockFest partners with The Pride Center to collect toys for the annual Judy Shepherd toy drive. In 2020 the Santa Sip n Strut almost didn't happen. Ryan explained "We decided to do what I called a 'shelter in place' version of the strut. Patrons could go to their favorite bar or restaurant and safely get a table after donating a toy at an outdoor location. We also had people just come by to donate toys! Jennifer McClain was kind enough to donate two and encourage her fans to come by." FlockFest helped the Judy Shepherd collect \$3,500 worth of toys and another \$500 for the Undercover Santa toy drive.

FlockFest has also participated in local Pride events with their members gathering for a balloon blow up pre-party each year that is "as much fun as Pride!" Steven added, "We've also had a signature look in several local Pride parades with 'Flockers' walking in balloon backpacks and 'FlockWear' cheering on the crowd, dancing and engaging with spectators". Ryan added, "The FlockTroop changes the color scheme each time and was so popular at Stonewall and Pride Fort Lauderdale's inaugural march in 2018 that we won awards."

As it grew each year, Steven thought this could be a great way to raise money for charitable organizations and in 2017 we started to raise money for charities. Today, that is still our main purpose and we have grown with additional events around the year. The most amazing thing about this annual sensation is that the nonprofit beach event has seen noticeable growth over the years.

We have also added smaller events leading up to the main beach party. So far they have been VIP ticket holders and sponsor appreciation events. We have had such an interest in them though that we might look at adding some that will be open to the general public with a ticket purchase that supports our FlockFest charities.

"We have had the best time at our events and the fact that we can raise money for charity while doing it is the icing on the cake!" Steven said. In 2018 and 2019 FlockFest raised \$16,000 respectively. In 2020 "we had to cancel the event, in fact it was my first vote on the Board, and it was devastating" Ryan said. He added, "but we were able to raise \$19,600 in 2020 with the restaurant parties. The generosity of Bar Rita raised \$10k and \$2k with Tatts and Tacos!" Steven went on, and with the Santa Sip-n-Strut we raised \$3.5k in toys and cash and another \$4k in giveaways, prizes, and private donations with the amazing outpouring of support from our business partners, the community, and private donors.

The informal beach event was founded with the aim to do something fun and different and now we look forward to growing FlockFest and partnering with a wide variety of charitable organizations and businesses that work to create social justice and equality for all. Our events often have no admission fee, and it is a great opportunity for the like-minded people and community members to socialize and network in an informal and family friendly environment.

FlockFest has a goal to help promote and elevate our partners and sponsors and they join us in doing the same for FlockFest. They are not shy about sharing the sentiment that "we are all stronger together, supporting each other and raising each other up" Steven said. Ryan added, "it takes communication and coordination but it's all doable. We stay organized and focus on having fun and supporting each other...and charity." Clearly, they are onto something since the group's popularity has grown in social media follows, likes and overall community support.

FlockFest supports following charities:



Event Date/Location

1. Date:

- July 7- 8, 2023

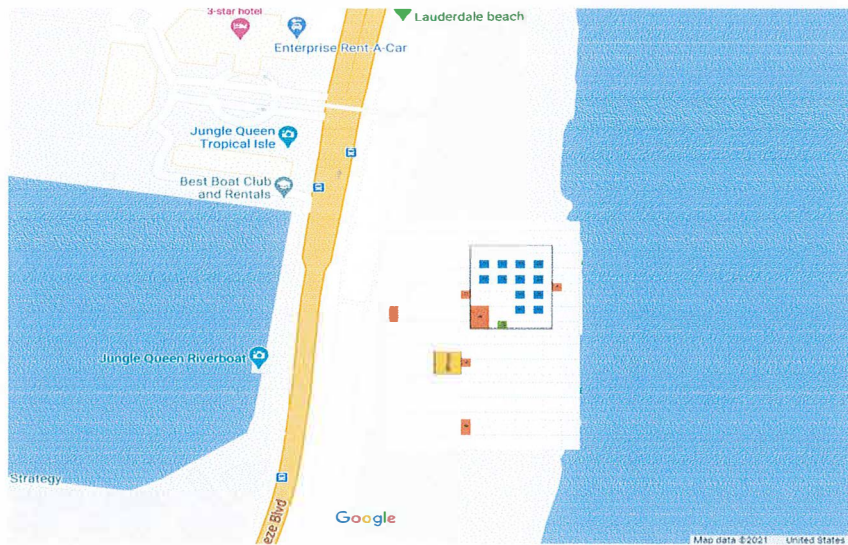
2. Location:

- 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316 (South Fort Lauderdale Beach - Behind public restrooms)

3. Times:

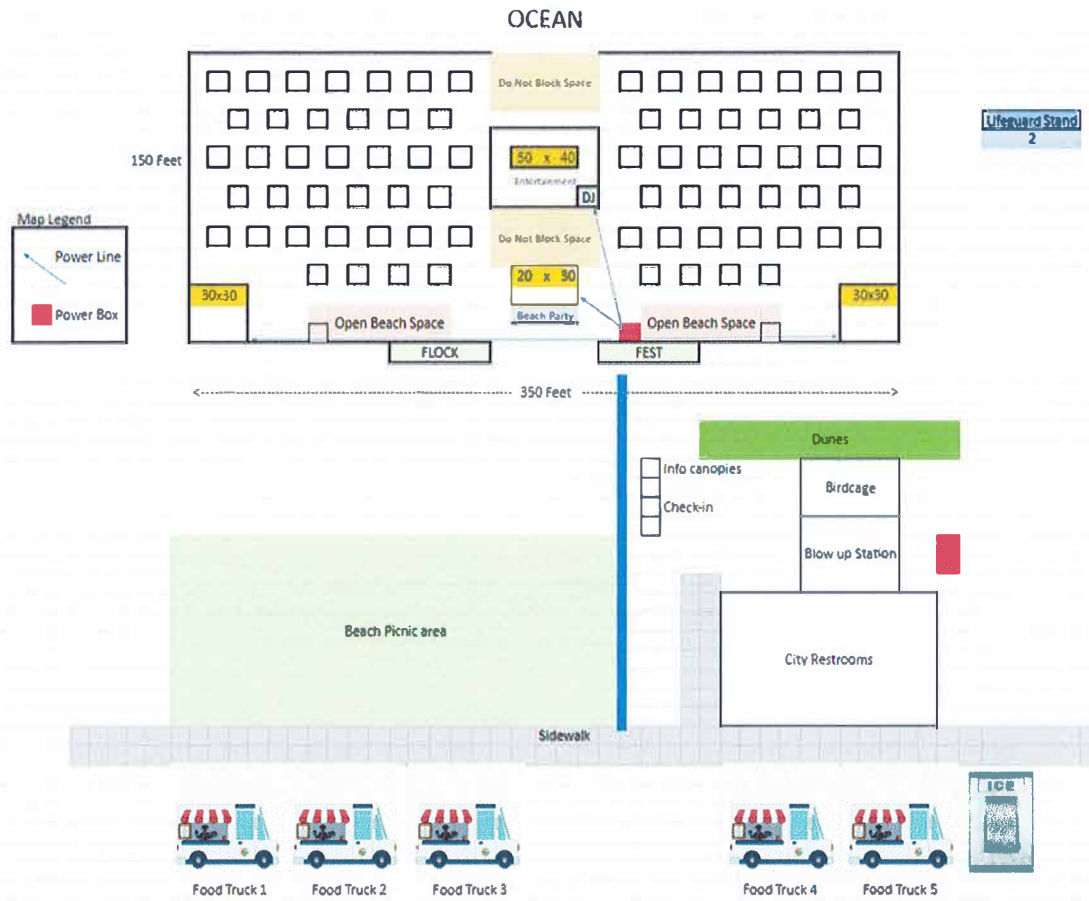
- Setup Time:
 - Friday, July 7, 2023 9am-7pm
- Event Time:
 - Saturday, July 8, 2023 11am-4pm
- Breakdown Time:
 - Saturday, July 8, 2023 4pm-8pm

Event aerial Site Map



1. Detailed Event Site Map

Event is located on South Beach of Fort Lauderdale – Between Lifeguard station 2 & 3 (Near the public beach bathrooms)



Parking

30 parking spaces for dumpster for event trash, Ice Truck, and 2 event truck parking and 5 food vendors.

Transportation

Encourage attendees to use ride-share such as Uber, Lyft, Sun Trolley, Water Taxi and taxi services. Beach parking and Beach garage parking will be available for those that drive.

Beach Evacuation Plan

- Onsite Event Coordinator will work with lifeguards to communicate to all Staff members
- Announcements will be addressed by DJ/Event Coordinator over the event sound system.
- E-blast message will be sent out to all event ticket holders

Medical Canopy

- Onsite medical tent during event hours open 11am-4pm.
- Medical canopy staffed by:
 - Contact info:

Lifeguard Safety

- Request to hire 2 additional lifeguards to walk the beach during the event.
- Hours 1pm-4pm

Turtle Safety

- AM Turtle sweep is around 6am. Our location is their first stop.
- Andrew Cox is a FlockFest Board Member. He previously worked for South Florida Wildlife and assisted with Past turtle beach sweeps. He will be working with NOVA and STOP (Sea Turtle Oversight Patrol) to sweep the beach prior to set-up.
- All turtle nests will be roped off for protection.
- Social media blast will be sent to all attendees prior to the event – to be aware of possible turtle nests.
- EPA Permit - Need additional information/contact info to complete.

Beach Cleaning

SNL Event Cleaning Company

Contact: Will (786) 290-5228

Description of service:

- 20 trash cans (not counting city trash cans)
- Dumpster for Event trash
 - Located in the Parking lot
- Trash/Recycle bins during event
- Stock and maintain the public restrooms on site. (per recommendation from City)
- Beach crew to walk beach and clean-up for after event

Canopy Provider

Infinite Event Rental & Services

Contact info: Vade (305) 890-8781

Description of service:

- Setup/Breakdown of rental Canopies
 - 1 20x30
 - 2 30x30
 - 1 40x50
 - 60 10x10
- Canopy Permit (Pending city Permit)

Food Truck Provider

Food Truck Provider Name

Contact info

Description of service:

Ice Provider

Fort Lauderdale Ice

Contact info: Shirley 954-587-8277

Description of service:

- Drop off Ice Cooler in reserved parking spot
- Pick-up Ice cooler at end of event after 4pm

Barricade Provider

Infinite Event Rental & Services

Contact info: Vade (305) 890-8781

Description of service:

- o Setup/Breakdown of rental barricades
- o 100 metal barricades

Insurance Provider

We Insure

Contact info: Alejandro 954-903-7519

Food and Alcohol

- Provided by local bar sponsors
 - o Liquor License (Pending City Permit)
 - o Liquor Liability Insurance (Pending City Permit)

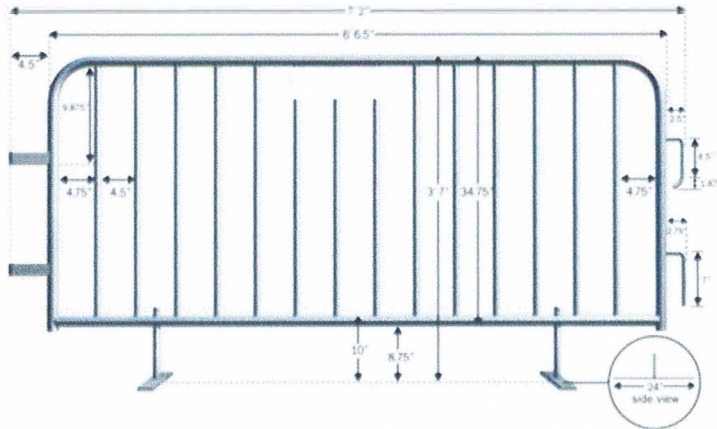
Event Setup Plans

1. VIP area

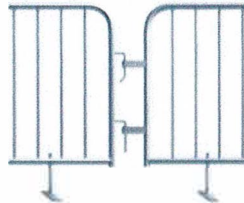
This area is reserved for VIP event attendees. This area will be barricaded and only event vip can access this area. Guest will be required to wear event bracelets to identify them as VIP guests. This area is _120_ feet x _150_ feet.

Barricades

VIP area will be secure with 490 feet of barricades



Interlocking hook & sleeve system for security and safety



Canopies

Below is the list of canopies in the VIP area. (barricaded area)

VIP Reserved Canopy

- 60 – 10x10 canopies setup close to water. 4 Rows of 8 canopies – each canopy space 10 feet apart. (Canopies provided by Infinite Rentals & Services)

Food /Drink Canopy

- 2 – 30x30 Canopy setup back of VIP area. This will be for Food/Drinks.
(Canopies provided by Infinite Rentals & Services)
- 4 – Folding Table
- 4 – FlockFest Event Tablecloth
- 2 fans (one in each canopy)

Entertainment Canopy (Sponsored by CAN Midland Medical)

- 1 – 40x50 Canopy setup middle of event area. This will be for the DJ and small stage for Swimsuit fashion show- Hosted by Andrew Christian
- 1 - small stage
- 4-5 pub tables (with tablecloths)
- DJ Table with FlockFest Tablecloth
- Sponsor banners
- 2 fans

Medical Canopy

- 1 – 10x10 Canopy setup back of event area.
- 2 – Folding Table
- 4 – FlockFest Event Tablecloth
- 1 - Cot
- 1- fan

Volunteer Canopy

- 1 – 10x10 Canopy setup back of event area.
- 2 – Folding Table
- 2 – FlockFest Event Tablecloth
- 6 - Folding chairs
- 1 - fan

Sponsor Canopy

- 1 – 20x30 setup near the entrance of the barricaded event area.
- 1 table with tablecloth
- living room style seating
- 20x30 astro turf
- 2 fans
- Sponsor banners

2. "Birdcage"

The "Birdcage" is a space where we store the VIP flamingo floats. This is constructed using PVC pipes and bird netting. Need a volunteer to hand floats to VIP guests.

Canopy

- 1 – 10x10 canopy setup to provide shade for the volunteer. This is the FlockFest Flamingo canopy

Other items

- 1 – Folding chair

3. Check-in Area

This area is where guests will check-in for event.

Canopies

- (2) 10x10 canopy will be used to provide shade for volunteers to work check-in details. These 2 canopies are owned by FlockFest. (Remember to us sand weights)

Other items

- 1 – Small pub high-top Table
- 1 – 2 folding chairs

4. Pump Station

This area is an air pump station. Guests are able to make donations to charity (not required) and use air pump to inflate their floats.

Canopy

- 10x20 canopy will be used to provide shade while guests inflate floats. (This canopy is provided by Infinite Rentals & Services)

Other items

- 1 – Small pub high-top Table
- 1 – 2 folding chairs

5. Parking Lot

This area will be used for Food vendors, Ice trailer, and event trash dumpster. 20 front parking spots will be reserved for these items (not Handicap spots) See Detailed Event Site Map for reserved spots.

Food Vendors

- Name
- Name
- Name
- Name
- Name

Trash Dumpster

- Dumpster for all event waste. This is provided/removed by Emerald Cleaning Services

Ice Trailer

- Event Ice trailer provided by vendor for all ice needs.

6. Signage

- more details soon
-

Breakdown Plans

1. VIP area

- The Canopy vendor will breakdown all the canopies starting at 4pm
- 3 FlockFest canopies need to be loaded into moving truck.
- Barricade vendor will remove all barricades from beach starting at 4pm

2. Food/Drinks Canopy

- The Canopy vendor will breakdown all the canopies starting at 4pm
- Return all unused event cups to moving truck
- All Trash to event dumpster located in parking lot

3. DJ Canopy

- 1 FlockFest canopy need to be loaded into moving truck.
- 1 Folding Table/Tablecloth
- All Sound system/cables need to be loaded into moving truck

4. Birdcage

- Deflate all floats and store for reuse
- Detach PVC pipes and zip tie together.
- Load in Moving vehicle
- Return to storage

5. Pump Station

- The Canopy vendor will breakdown all the canopies starting at 4pm
- Return folding table and chairs to moving truck

6. Check-in Station

- 2 FlockFest canopies need to loaded into moving truck.
- 4 Folding Table/Tablecloth
- All unused check-in supplies boxed up

7. Parking Lot

- Food Trucks will clean-up and leave
- Emerald Cleaning will remove trash dumpster
- Ice Vendor will remove Ice trailer

8. Beach Cleaning

- Emerald Cleaning will have a beach cleaning crew
- Any available volunteer help sweep/clean beach

9. Final Walk-through

- Emerald Cleaning owner will do a final beach sweep
- All FlockFest Board members will assist with final clean-up inspection

Volunteers

1. Setup

TBD

2. Event

TBD

3. Breakdown

TBD

4. Appreciation Brunch

- All volunteers are invited to Appreciation Lunch (location and time TBD)

Attachments

1. Broward County Uniform Building Permit Application
2. Event Insurance – We Insure
3. Liquor Liability Insurance
4. Event Sponsors
5. Liquor License Info