

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT ENDORSEMENT APPLICATION

(Applications Should be Submitted at Least 90 Prior to the Event Date)

(1) Name of Event:

Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE

(2) Location of Event – Please provide a location map:

This proposal is specifically based on events taking place at the Bonnet House Museum & Gardens (900 Birch Road) and The Ritz-Carlton, Fort Lauderdale (1 N. Fort Lauderdale Beach Boulevard). Locations vary for complete schedule of Festival events.

(3) Date(s) of Event:

Aforementioned events for purposes of this proposal take place on February 24 and 28, 2016. Festival events take place February 24 – 28, 2016.

(4) Hours of Operation:

Varies by event.

(6) Proposed Activities Planned:

Two large-scale events will anchor the Festival's new Taste Fort Lauderdale Series.

On Wednesday, February 24, 2016, cookbook author and star of Food Network's *Restaurant: Impossible* and *Chopped: Impossible* Robert Irvine will host Seaside Eats at the Bonnet House Museum & Gardens. This large-scale, walk-around tasting event will feature signature bites from 15 chefs representing establishments from across South Florida. Funds from BID would be used to bring in additional kitchen facility support for the participating chefs to better serve consumers at the event, as on-site facilities at this venue are limited. Funds would also be used to enhance live entertainment components of the event. (Projected attendance: 500pp)

On Sunday, February 28, 2016, the complete cast of this hit Food Network series *Chopped* will host a Bloody Mary Brunch at The Ritz-Carlton, Fort Lauderdale. More than 15 chefs will serve up creative brunch dishes accompanied by unique Bloody Mary samplings. Funds from BID would be used to provide a branded photo opportunity experience at the event, as well as enhanced entertainment and décor elements and potential branded transportation for the *Chopped* cast to and from the event. (Projected attendance: 450pp)

(7) Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

The marketing and public relations efforts for the 2015 Festival garnered more than 3.9 billion media impressions. Efforts for the 2016 Festival kicked-off in September 2015, and to date the new Taste Fort Lauderdale series has been actively highlighted in two (2) of the Festival's Juicy Tidbits e-newsletters (380,000 subscribers) and print ads in *Boca Raton Magazine* and *South Florida Business Journal*, plus print ads in upcoming issues of *New Times Broward-Palm Beach*, *Venice Magazine* and various publications in the Lifestyle Media Group portfolio. The Sun-Sentinel published an in-depth look at the Festival's expansion into Fort Lauderdale with these events on [September 4, 2015](#), and other editorial pieces in progress highlighting this new series include a segment on WSVN's *Deco Drive* and two placements with the *New Times Broward-Palm Beach* [here](#) and [here](#) in October, plus upcoming issues of *Edible South Florida*, *Promenade Magazine*, *Las Olas Lifestyle*, and various publications in the Gulfstream Media Group portfolio. Funds from BID would be used to secure additional outdoor advertising opportunities to promote this series, including elements like street pole banners, billboards and more. The Taste Fort Lauderdale series is a highlighted category on the Festival's website, which received more than 2 million pageviews in 2015.

(8) Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

The Festival has had an extremely positive, documented [impact](#) on South Beach since it's inception in 2002. With the expansion into Fort Lauderdale, the Festival hopes to bring a similar positive economic impact to local businesses by highlighting the city as a culinary destination, and increase spending in Fort Lauderdale restaurants and hotels during the week of the Festival and beyond.

(9) Explain in detail how the proposed event will aid in the BID's efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.

In 2015, the Festival drew more than 60,000 guests with ticket purchasers originating from 45 states and 24 countries. With national and international media recognition, and having been named the #1 food & restaurant industry event in the United States by BizBash three years in a row, the Festival has an existing reputation for drawing both consumer and industry-driven attention to its events. February 2016 will mark the 15th anniversary for the Festival, and the [first physical expansion of its events with the inaugural Taste Fort Lauderdale Series](#).

(10) Total Cost of Event and funding sources:

The Festival is looking to secure \$65,000 from BID for the event enhancements as listed in #6. Separately, the Festival has secured funding from the Greater Fort Lauderdale Convention & Visitors Bureau and will also secure funding via sponsorship dollars from the wine, spirits, food and luxury brands that may be promoting their brands at these events.

Event Contact Mgr Information:

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