

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT ENDORSEMENT APPLICATION

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

(1) Name of Event:

"Light Up Birch!" presented by the Friends of Birch State Park, Inc. and sponsored by [TBD]

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

Hugh Taylor Birch State Park (3109 East Sunrise Boulevard, Fort Lauderdale 33304); see locator map contained in attached PowerPoint presentation

(3) Date(s) of Event:

November 17, 2016 – January 7, 2017

(4) Hours of Operation:

5:30 p.m. to 10:30 p.m. on weekdays; 5:30 p.m. to 11 p.m. on weekends

(6) Proposed Activities Planned:

"Light Up Birch!" is a drive-through holiday light display designed to provide residents and visitors to Broward County and Fort Lauderdale with a festive holiday experience that will become an annual holiday tradition. Different displays and illumination techniques will provide thousands of motorists with a memorable experience as they drive around the 2-mile loop through Hugh Taylor Birch State Park. Friends of Birch State Park will coordinate charitable partnerships (e.g., canned good/toy drives) and value nights during the event. "Light Up Birch!" will be a revenue stream for the Friends of Birch State Park (a 501(c)3 formed to help preserve, conserve, enhance and promote Hugh Taylor Birch State Park); profits from Light Up Birch! will directly benefit this local state park and the residents and visitors who enjoy it year-round.

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

Friends will work closely with Hugh Taylor Birch State Park management, the Florida Park Service, the BID, the City of Fort Lauderdale and other organizations and businesses to implement a cohesive marketing strategy that will maximize event exposure for the benefit of the BID's member businesses. The campaign will begin in July of 2016 and run through the first week of January 2017. Elements of the strategy will include advertising (print, TV, radio, online), direct mail, rack cards, brochures, fixed and aerial banners, social media and website promotion and cross-promotion with sponsors and partners. Beach businesses will be offered the opportunity to participate

promote themselves and/or offer discounts via a printed brochure provided to each car upon entry to “Light Up Birch!” Rack cards offering discounts to “Light Up Birch!” will be distributed to beach hotels and other businesses.

(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.

“Light Up Birch!” will be an economic driver for Fort Lauderdale and the BID in particular, functioning as a new and spectacular holiday-themed attraction running from mid-November through the New Year holidays. As do the Winterfest events, “Light Up Birch!” will attract residents from throughout South Florida as well as tourists to the beach, particularly during dinner hours; these attendees will likely patronize area hotels and restaurants within the BID both before and after show hours for the seven-week duration of the event. Gate attendance will be tracked nightly and a sample survey of BID businesses will be conducted to assess an expected increase in sales. In addition, the use of coupons/discounts by BID member businesses in the flyers distributed to each vehicle will assist in assessing business traffic. Because “Light Up Birch!” will be “dark” during the Winterfest Boat Parade weekend, tourists visiting for that purpose are likely to add an additional day or more to their hotel stays so as to enjoy the light show before or after the boat parade event.

(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.

“Light Up Birch!” will position Fort Lauderdale and the beach area in particular as a destination for an annual must-see holiday pilgrimage. “Light Up Birch!” will quickly grow and evolve into a holiday season family tradition, much like the annual Winterfest Boat Parade, and by doing so will attract upwards of 80,000 visitors to the park and surrounding area in a steady stream during the 7-week run of show; park rangers and off-duty police will be engaged to ensure smooth traffic flow. In addition, the 2016 kick-off of “Light Up Birch!” will provide the BID with an opportunity to highlight the recently completed A1A street lights and landscaping project. Finally, “Light Up Birch!” will put Hugh Taylor Birch State Park back on the map, reminding those who haven’t visited it lately that the park has so much to offer year-round (e.g., beach access, Water Taxi stop, 1-mile freshwater lake, 2-mile driving/walking loop, playgrounds, picnic facilities, concessionaire, bike/boat/canoe/kayak/paddleboard rentals, etc.). By supporting this event, the BID will assist in helping the park resurrect its attendance, which in its heyday in the 1960s reached 1 million plus. In addition to increasing park attendance, BID support will enable Light Up Birch! net proceeds to be used to enhance the park’s facilities, making it more appealing to its users. More park visitors will mean more business for Greater Fort Lauderdale in general and Fort Lauderdale Beach in particular.

(10) BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

Please see the attached “Light Up Birch!” Forecast, which details the income and expenses anticipated per year. This forecast reflects the importance of the BID’s support in offsetting the infrastructure costs related to this event and ensuring the event’s economic viability within the first four years. With BID funding, “Light Up Birch!” is expected to turn a profit.

(11) Total Cost of Event:

The total cost per year of “Light Up Birch!” will vary during the first three years due to infrastructure investment and display enhancements. In year 1, generators will be used to provide power for the light show; in years 2 and 3, the generators will be replaced with electricity provided through run conduit, ultimately providing for a more reliable and less labor intensive source of power for the event for years to come. To ensure that “Light Up Birch!” remains fresh and exciting, new and enhanced displays will be added each year; these enhancements will impact the growth of this event as well as the related expenses required to produce it.

Year 1: \$607,650

Year 2: \$842,130

Year 3: \$918,177

(12) Revenue Sources (other than amount requested from BID):

Additional revenue sources include ticket sales, sponsorships and grants as follows:

Ticket Sales:

Year 1: \$302,727

Year 2: \$359,254

Year 3: \$456,502

Sponsorships:

Year 1: \$250,000

Year 2: \$250,000

Year 3: \$250,000

Grants:

Year 1: \$0

Year 2: \$200,000

Year 3: \$200,000

(13) Amount Requested from BID:

\$100,000 per year (2016, 2017, 2018) for a total of \$300,000

Event Contact Mgr Information:

Gale Butler, Executive Director
Friends of Birch State Park, Inc.

954-566-0660

gbutler@birchstatepark.org

FUNDING:

- (1) Payments from the BID are made as per guidelines set forth by the City of Fort Lauderdale.**
- (2) All invoices must include paid expenses to date and will be paid within 30-45 days of invoice date.**
- (3) Upon approval by the BID a request will be sent to the City of Fort Lauderdale City Commission for final approval. Once approved by the City Commission, a requisition will be provided to the event promoter followed by a Purchase Order.**
- (4) Event Promoter will provide the BID with a post event financial overview within 60 days of the event to justify the funding.**

An Illuminating
Opportunity
For the BID



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



Hugh Taylor
Birch State Park

LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



Proposal For
Fort Lauderdale Beach Business Improvement
District Advisory Committee Event Endorsement
June 13, 2016

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BENEFITS TO AND RESULTS OF SUPPORT FROM BID

- One-of-a-kind event expected to bring over 80,000 visitors to the BID each year
- Lengthy duration; held annually from mid-November through early January, providing steady stream of visitors to the BID member businesses throughout the holiday season
- \$100,000 per year support from BID for three years is vital to creating infrastructure and self-sustainability for this light show by year four of operation
- Friends of Birch State Park achieves annual revenue stream with net profits spent in the park for the benefit of residents and visitors



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



FRIENDS OF
BIRCH STATE PARK INC.

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SPONSORSHIPS AVAILABLE STARTING AT \$5,000



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



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ABOUT THE EVENT

- Joint community effort to promote the beach
- Event development to involve the BID and key stakeholders
- Coordination with the Winterfest organization



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



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MARKETING STRATEGY

- Joint marketing effort between State Park Management, the BID, Broward County, the City of Fort Lauderdale, and other organizations and businesses
- Marketing strategy will maximize event exposure for the benefit of the BID member businesses



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



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MARKETING STRATEGY Elements

- Advertising (print, TV, radio, online) beginning July 2016 and running through end of show
- Direct mail
- Website promotions
- Fixed and aerial banners
- Flyers distributed to each vehicle (will also enable businesses to promote themselves and/or offer discounts)
- Rack cards placed in high traffic areas and with hotel concierges
- Cross-promotion with sponsors and partners
- Media interviews
- Special musical concerts throughout the run of the show
- VIP lighting event for sponsors, guests and public officials



LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



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PROPOSED EVENT MAP

HUGH TAYLOR BIRCH STATE PARK - LIGHT UP BIRCH! PLAN



5/26/2016

LIGHT UP BIRCH!
MAGICAL HOLIDAY LIGHT DISPLAY



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FINANCIAL FORECAST

	Year 1	Year 2	Year 3	Year 4
REVENUES				
Ticket sales	\$ 302,727	\$ 359,254	\$ 456,502	\$ 500,973
Sponsorships and ad sales	250,000	250,000	250,000	275,000
Grants	-	200,000	200,000	-
TOTAL REVENUES	552,727	809,254	906,502	775,973
EXPENSES				
Infrastructure/ generators	30,000	175,000	225,000	-
Display rental/ purchase, storage & maintenance	200,000	275,000	325,000	325,000
Display install and takedown	65,000	69,125	74,281	76,859
Event management	96,150	121,505	107,396	113,875
Marketing and advertising	101,500	76,500	76,500	76,500
Insurance and utilities	40,000	50,000	60,000	60,000
Contingency	75,000	75,000	50,000	25,000
TOTAL EXPENSES	607,650	842,130	918,177	677,234
NET INCOME (LOSS)	\$ (54,923)	\$ (32,876)	\$ (11,675)	\$ 98,739




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MAGICAL HOLIDAY LIGHT DISPLAY

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