

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(Applications Should be Submitted at Least 120 Prior to the Event Date)

(1) Name of Event:

The Entercom Radio FORT LAUDERDALE BEACH Music & Food Festival
(Creative festival name to be announced later)

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

Same location as Tortuga – on the beach in Fort Lauderdale

(3) Date(s) of Event:

December 3rd and 4th 2016

(4) Hours of Operation:

Gates open at 12noon to 10pm each day.

(6) Proposed Activities Planned:

Entercom Communications will partner with Fort Lauderdale Beach to present a once in a lifetime star-studded line up for its first annual Fort Lauderdale Beach MUSIC & FOOD FESTIVAL. This festival/event promises to re-write Fort Lauderdale beach history and quickly brand Fort Lauderdale beach as the ultimate world class beach known for great hotels, music and cuisine, all while outside on the beach in the sun which could only happen on Fort Lauderdale beach. In addition, we will support Fort Lauderdale beach business's with live radio remotes from hotels, daily trip giveaways in cities outside of South Florida and a digital footprint second to none with Entercom's Smart Reach platform.

- The festival will take place during a time when the rest of America would love to be sitting on a beautiful beach in the sun, on December 3rd and 4th, using a similar footprint as the very successful concert on Fort Lauderdale Beach called The Tortuga Music Festival.
- Here is an example of just some of the artists this year's lineup could feature: On Saturday it will be pop/alternative acts like Green Day, 21 Pilots, Imagine Dragons, George Ezra, The Struts, Walk The Moon, Disclosure, Hozier, Duran Duran, Culture Club, New Order, Depeche Mode and The Killers, The Fort Lauderdale MUSIC & FOOD FESTIVAL will also include performances on Sunday from iconic artists like Lionel Richie, Cyndi Lauper, Phil Collins, Earth Wind and Fire, Expose, Stevie B, Lisa Lisa Cult Jam Information Society, Sugar Ray as well as other surprise special guests and the kind of never-before-imagined collaborations that the concert will soon be known for.
- Entercom also plans to kick off this inaugural weekend-long music & food event on Friday evening with pre-parties at various Fort Lauderdale hotels and restaurants with acoustic concerts and pre-concert cocktail parties.
- Entercom also wants to create A1A Village that will feature a carnival atmosphere for the family complete with a big top tent across from the main stage with performances by up and coming

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EXHIBIT 1

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artists and possible celebrity chefs demos. The A1A Village will also feature fan zones and interactive experiences by event brand partners.

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

Throughout the fall of this year, Entercom will conduct a nationwide Entercom Radio on-air and online Fort Lauderdale Beach concert promotion, in participating Entercom markets, listeners across the country will have the chance to win one-of-a-kind, all-expense-paid dream trip to Sunny Fort Lauderdale Florida, where they will join thousands of other dedicated music fans to experience the Fort Lauderdale Beach MUSIC & FOOD FESTIVAL on Fort Lauderdale Beach. One Grand Prize Winner will be chosen to receive a fantasy all-access experience.

Everyday for Five Weeks, participating Entercom Radio stations across the United States will ask listeners to text the word of day to win a trip for a winner and a guest to Fort Lauderdale Florida. Trip consists of round trip, coach class air transportation for two (2) from a major U.S. gateway airport nearest winner's residence to Fort Lauderdale, Two (2) nights standard hotel accommodations at a Fort Lauderdale Hotel to be named, Round trip ground transportation for two (2) between the airport and hotel, Two (2) tickets to the Fort Lauderdale Beach Music & Food Festival A1A Village, Two (2) tickets to the Entercom Fort Lauderdale Beach Music & Food Festival Day 1 on Saturday, December 3rd, 2016, Two (2) tickets to the Fort Lauderdale Beach Music & Food Festival Day 2 on Sunday, December 4th, 2016 plus, two (2) tickets to the A1A Village.

- **Media Leading Up to the Fort Lauderdale Beach flyaway national contest :**
 - Each of the participating Entercom radio stations will run a minimum of 50 promotional announcements per week (15 second) for four weeks prior to the event (M-S 6a-12a) = 200x total
- **Live Broadcasts from the event:**
 - Entercom Miami/Fort Lauderdale to do live broadcasts from the event
 - Entercom to stream and Periscope the event over the weekend.
 - Entercom to invite radio stations from other markets to broadcast live from Fort Lauderdale hotels.
- **Digital:**
 - The Fort Lauderdale Beach BID logo and link featured on all participating radio station online landing pages where listeners can make donations
 - Banner Ads promoting the (minimum 5% SOV per station)
 - Video Pre-Roll minimum 5% SOV per station)
 - Out of Network Streaming
- **Social:**
 - Minimum of 5 posts leading up to the event per station on Facebook, Twitter and/or Instagram
- **On Site / Experiential**
 - Fort Lauderdale businesses to have signage will be prominently displayed at all events.
 - Fort Lauderdale representatives will have time LIVE on the air during the event.
 - Fort Lauderdale to have video messages on Jumbo-Tron large screens during event

FORT LAUDERDALE BID WOULD RECEIVE LOCALLY FROM ENTERCOM:

- **600 x :30 sec shared pre recorded promotional mentions**
- 265 x :15 sec Live promotion mentions
- At least four Booth Space: 10 x 10 on premise space
- Included in all four web page/flipper panel logo
- Event Newsletter Announcements 2 per week
- Social Media – Facebook, Twitter, e-letter (over 40 social media posts for this event)
- Banners – Sponsor-Main Stage Backdrop

- Sponsor will take the stage to address the crowd

(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 Fort Lauderdale Beach Music and Food Festival will flat out attract visitors locally, state wide and Nationwide due to the strength of the bands we will bring to the festival and the massive amount of listeners Entercom will be talking to about Fort Lauderdale Beach nationwide. And visitors spend money, which boosts the local economy both on and off the festival site. A recent report sites that attendees at the 2011 Irish Fair of Minnesota, for example, spent an average of \$50 at the festival site. But off-site spending related to festivals generates revenue for communities, too. For example, visitors stop at local gas stations, souvenir shops, and restaurants, hotels, shopping—the list goes on. Overnight visitors from all over the country will converge on Fort Lauderdale beach hotels which will provide another source of off-site revenue to Fort Lauderdale. For example, overnight visitors to the 2011 Irish Fair spent an average of \$170 on lodging and \$38 on food and beverages during the time they attended the festival. **The economic benefit of the Fort Lauderdale Beach will ripple throughout Fort Lauderdale Beach’s local economy—affecting tourism and non-tourism- related businesses alike.**

(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.

One of the most important features of our Fort Lauderdale Beach Festival will be the almost One Million \$ worth of promotional Radio and Digital Online exposure that Fort Lauderdale Beach will receive from Entercom radio. Entercom will provide marketing and advertising for local Fort Lauderdale beach businesses as visitors talk about their fun experiences when they go back home. If visitors post comments and photos about their experiences on our Entercom Facebook pages or other social media, so much the better. Entercom radio will broadcast live from various hotels and restaurant’s while the very trusted on air personalities will be talking about how much they love being in the warm weather while the rest of America is cold.

(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.

Much like Fort Lauderdale Beach’s Tortuga festival we believe with a proven track record of bringing in top quality bands and artists and showing future sponsors how big we can make the festival in future years. With the huge amount of promotion we can provide with Entercom Communications, we will be able to sustain quicker than most event companies would be. Ticket’s sales will grow once people hear about the event in year one and year two. With a successful year one and with the BID of Fort Lauderdale Beach’s help, we will be able to stand on our own two feet in year two, three, four and five.

(11) Total Cost of Event:

\$1,200,000.00 hard cost (event production and talent fees for a two day festival) and that is not counting the on air radio promotional time.

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

National and local brand Sponsorships

On-site spending from music and Fort Lauderdale Beach fans includes admission fees, parking fees, food, beverage and souvenir sales—and mainly creative sponsorships.

(13) Amount Requested from BID:

\$350,000 year one. \$200,000 year two, \$150,000 year three and \$100,000 year four and \$50,000 in year five.

*A two dollar city surcharge will be added to each ticket for the life of the festival.

FUNDING:

- (1) Payments from the BID are made as per the 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.**



FORT LAUDERDALE BEACH

mumbo jumbo

(working title only)

MUSIC & FOOD FESTIVAL

Saturday and Sunday
December 3rd and 4th 2016
FORT LAUDERDALE BEACH

**With flyaway giveaways to Fort Lauderdale Beach to be
held simultaneously in multiple markets Nationwide**



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The Entercom Footprint



**125 Stations
in 27 Markets**

An Engaged and Active Audience

- Engaging local personalities
- Local news, sports & information
- Compelling discussions
- Local community connection
- #1 for music discovery
- Emergency lifeline
- Companionship



WWL
The New York Times
 NEW YORK, FRIDAY, SEPTEMBER 9, 2005
THE RADIO STATION THAT COULD, AND DID, AND STILL DOES, HELP
 By Dan Barry



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Customized Promotions & Events

- Over 200 local lifestyle events that connect Entercom Radio stations with your consumer
- Promotions and Events includes: Concerts, Music Festivals, Food, Wine & Liquor events, Beer Festivals, Bracket Contests, Online and On Air Contesting, Shopping Events, Health & Wellness expos, Business Hours, Happy Hours, Chalk Talk, Sporting Events and so much more.
- Entercom events are the premier way to connect your brand with our engaged fans

Local Marketing Solutions Campaigns that Deliver Results

Including a full line of radio, digital and experiential products

- Creative branded campaigns to digital solutions that builds your database, and engages our audience
- We work with our clients to create custom marketing campaigns that target specific objectives that deliver measurable results
- Each campaign connects our passionate and responsive listeners to your unique marketing message.



The Fort Lauderdale Beach MUMBO JUMBO MUSIC & FOOD FESTIVAL Concept

Entercom Communications will partner with Fort Lauderdale Beach to present a once in a lifetime star-studded line up for it's first annual Fort Lauderdale Beach MUMBO JUMBO MUSIC & FOOD FESTIVAL. This festival/event promises to re-write Fort Lauderdale beach history and quickly brand Fort Lauderdale beach as the ultimate world class beach known for great hotels, music and cuisine, all while outside on the beach in the sun which could only happen on Fort Lauderdale beach. In addition, we will support Fort Lauderdale beach business's with live radio remotes from hotels, daily trip giveaways in cities out side of South Florida and a digital footprint second to none with Entercom's Smart Reach platform.



MORE MUMBO JUMBO

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- Entercom also plans to kick off this inaugural weekend-long music & food event on Friday evening with pre-parties at various Fort Lauderdale hotels and restaurants with acoustic concerts and pre Mumbo Jumbo cocktail parties.
- Entercom also wants to create A1A Village that will feature a carnival atmosphere for the family complete with a big top tent across from the main stage with performances by up and coming artists and possible celebrity chefs demos. The A1A Village will also feature fan zones and interactive experiences by event brand partners.

EXPOSE FORT LAUDERDALE TO ALL ENTERCOM LISTENERS WITH A NATIONWIDE FLYAWAY TO FORT LAUDERDALE

Throughout the fall of this year, Entercom will conduct a nationwide Entercom Radio on-air and online Fort Lauderdale MUMBO JUMBO FLYAWAY promotion, in participating Entercom markets, listeners across the country will have the chance to win one-of-a-kind, all-expense-paid dream trip to Sunny Fort Lauderdale Florida, where they will join thousands of other dedicated music fans to experience the MUMBO JUMBO MUSIC & FOOD FESTIVAL on Fort Lauderdale Beach. One Grand Prize Winner will be chosen to receive a fantasy all-access experience.

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Marketing Tactics:

Four (4) Weeks of Fort Lauderdale Flyaways to and from Entercom Radio Markets

- **Media Leading Up to the Fort Lauderdale Beach ‘Mumbo Jumbo’ flyaway national contest :**
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 - Entercom to invite radio stations from other markets to broadcast live from Fort Lauderdale hotels.

Marketing Tactics: Digital, Social + Experiential

- **Digital:**

- The Fort Lauderdale BID logo and link featured on all participating radio station online landing pages where listeners can make donations
- Banner Ads promoting the (minimum 5% SOV per station)
- Video Pre-Roll minimum 5% SOV per station)
- Out of Network Streaming

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