

# **BEACH BUSINESS IMPROVEMENT DISTRICT (BID)**

## **EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION**

1) **Name of Event:** Friday Night Sound Waves

2) **Location of Event:** The Hub at Las Olas and A1A - 300 S. Fort Lauderdale Beach Boulevard

3) **Date(s)/ Time of Event:** Fri., March 10 – Fri., November 10, 2017 (36-weeks) from 5-9pm (music 6-9pm)

4) **Proposed Activities Planned:**

**Weekly:** Live music performances by local and regional bands, including Jazz, Latin, Country, Top 40, Indie, Oldies and Classic Rock genres. **Monthly:** Local Community Night (Themed), Interactive Performances, Children's Activities, Environmental Education Displays

5) **Provide a detailed marketing plan that explains how the proposed event will be marketed / advertised.**

Friday Night Sound Waves will continue to take advantage of our "pop-up" grass roots and successful "locals in the know" word-of-mouth advocates, while expanding our reach with additional in-kind and paid local and drive market advertising, as well as a strategic PR plan and incorporation of hotel packages.

**This expanded aspect will include**

- A dedicated photographer and videographer shooting Facebook LIVE and drone video
- Paid advertising platforms to include drive market TV segments in the Naples DMA and others as available
- Increased Social Media targeting and list growth
- Branded collateral distribution on-site and throughout the Greater Fort Lauderdale area
- PR strategy will focus on themed months, "events within events" and genre sponsored series, such as our MistTWST #SeasideBeats series and #BroadwayMeetsTheBeach tribute shows, and messaging about the Beach Business Community and Impact Causes

**We aim to expand out in-kind media sponsors, which in 2016 included**

- **Entercomm Radio** (4 stations) 13 weeks LIVE on air and reads during the Great Beach Getaway Giveaway, plus weekly plugs by select stations during on-sites
- **Entercomm Radio I-95 Digital Billboard** ( 26 weeks of 72 hour programming East and Westbound at the I-95 Fort Lauderdale Exit Ramp)
- **Travelhost Magazine** and Social Media
- **Fort Lauderdale Magazine** Monthly Calendar Photo Features and Social Media
- **Gold Coast Magazine;** Gold Coast Insider's Guide, and Social
- **Go Riverwalk Magazine** and Social Media
- **Fort Lauderdale Media Associates** – 5 Community Newsletter 2-Page Spread Articles
- **FRLA /Visit Florida** Sponsored Paid Media in Local and Drive Market areas
- **Residential and Rental Communities Social Media Campaigns**

6) **Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. How these impacts will be measured and reported to the BID, and 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.**

- We would like to petition to have the location at Las Olas and A1A officially named "The Hub" and create a new landmark destination to market the area.
- We have purchased the domain [www.MeetMeAtTheHub.com](http://www.MeetMeAtTheHub.com) and looking to register the hashtag as a trademark. This adds a new opportunity to market the area and other activities taking place at the "center of the island." This plays into the construction of the new park at the Las Olas and A1A gateway.

- Research shows the luxury traveler segment is in search of authentic experience. According to the 2015 Virtuoso Report on what inspires the affluent to travel and what factors go into their decisions, the top 5 reasons the affluent were traveling in 2015
  - Exploring new destinations (72%)
  - **Seeking authentic experiences in new destinations (55%)**
  - **Rest and relaxation (53%)**
  - **Spending time or reconnecting with loved ones (38%)**
  - Personal enrichment (37%)
- and, the 5 most influential sources of information for clients' travel decisions?
  - **Word-of-mouth from friends or family (80%)**
  - Travel advisor's advice (77%)
  - Travel website reviews & recommendations (33%) Travel publications (25%)
  - Social networking sites (18%)
- additionally, for socially and environmentally conscious travelers, which actions are they most likely to support?
  - **Activities that support economic, conservationism or sustainability (48%)**
  - Support local sustainability efforts (38%)
  - Hotels with green practices (31%)
  - **Hotels that give back and/or support local residents (28%)**
  - **Giving back to local communities through monetary support (20%)**
- Similar for Millennials, according to MMGY Global's 2015 Portrait of American Travelers (POAT), "Millennials are interested in having travel experiences in far off and more exotic locales **and in their own backyard.**" Europe and South America top their bucket lists with Thailand being the most popular Asian destination. Millennial interest in cruise vacations is even on the rise. **But they also seek adventures in their own backyard. Millennials want 'staycations' where they can vacation close to home vs. traveling great distances. They prefer to stay in one place and unwind, want to spend more time with family and friends, or save money for another, perhaps larger vacation.**
- Unlike an event over a certain period, featuring live music consistently on Fort Lauderdale Beach, provides
  - The sense of community, which communities crave in attracting new and return visitors
  - Reinforces Fort Lauderdale Beach's image as an easy, friendly, "happy" destination
  - Gives opportunity for our locals to be advocates and ambassadors of the destination
  - Unique selling tool for Hotel properties to allow weekend guests to enjoy the area "like a local"
  - Lends a "non-touristy" feel to the heart of the tourism entertainment zone
  - Opportunity to promote nearly 2-dozen live music and entertainment venues at hotel outlets and local restaurants/bars along the 2-mile stretch of A1A, reinforcing the destination as more than ocean and sand, but Food, Music, Entertainment and World-class Accommodations.

**7) 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.**

The first season (March – November 2016) enabled the opportunity to see a "budget in action" and access areas to spend more/less while not sacrificing the product and outcome. We have a marketable product now, with a database and history, and with minor, but noticeable improvements, we aim to triple our sponsorship dollars and in-kind partners by:

- Collaborating with Non-profits / Schools for grant opportunities. Interested parties include:
  - Paxti Pastor – Celebration of the Sea ( Environmental Impact)
  - Lynne Kunins – FLIPANY (Healthy Children and Family through Physical Activity - Dance)
  - Broward County Cultural Division – Cultural Tourism Grant; several foundations for 2018
  - Pine Crest; Dillard School of the Performing Arts

- Engaging GFL Chamber Leadership and Members; i.e. Bank, Car Dealership, Utilities, Etc  
Outreach thus far includes:
  - FPL
  - Community Banking Institution
  - Residential Developer
- Partnering with Riverwalk Fort Lauderdale / Las Olas Association / Riverwalk A&E
- Continuing to develop, Unique Advertising and Programming;, ex. Barricade Banners to Program Sponsors (FRLA Great Beach Giveaway, Corona Find Your Beach), Series Sponsors (Mist TWST #SeasideBeats), Etc.

**8) Est. 2017 Budget (36-weeks): \$253,700**

• <b>Entertainment:</b> Bands and Dancers	\$95,400
• <b>Advertising/PR/Website</b>	\$45,000
• <b>Marketing Collaterals:</b>	\$7,200
• <b>Supplies/Giveaways/Equipment</b>	\$10,500
• <b>Management:</b>	\$52,000
• <b>Social Media On-Site Video/Photographer</b>	\$11,200
• <b>Event Site Support:</b>	\$32,400

**9) Revenue Sources** (*other than amount requested from BID*)

<b>2016 Sponsors:</b>	<b>\$43,150.00</b>
Pepsi	\$10,000
CRA	\$15,000 – not renewable for 2017
Corona	\$5,000
FRLA/Visit Florida	\$10,000
CBA	\$1,000
Marina	\$1,500
Haagen Dazs	\$500
Water Taxi	\$150

**10) Amount Requested from BID: \$150,000**