

BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(1) Name of Event:

Lauderdale Air Show, LLC

(2) Location of Event (must be located within the CRA boundaries) – Please provide location map:

The Air Show Aerial Football Field runs the length of the beach, including the entire Beach CRA District. The ticketed Air Show structure is located just north of the Sunrise Blvd/A1A Intersection, however the funds requested are only being used to cover city support costs attributed to the CRA. (See attached map, p. 1)

(3) Date(s) of Event:

May 6 - May 7, 2017

(4) Hours of Operation:

9am – 4pm

(5) Proposed Activities Planned:

Aerial exhibition of military and civilian aircraft and parachute teams from 12:00 noon to 3:00 pm on Saturday and Sunday of event weekend. Show Site on A1A with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets.

(6) Total Cost of Event:

In excess of \$1.1 million, privately funded other than BID and BRAB requests which are solely for city support costs outside of the Air Show Center area. The funds requested go directly to the city and not to the show.

(7) Revenue Sources (other than amount requested from CRA):

Sponsorship revenues, partner funding, hospitality chalets, premium viewing ticket sales, and concessions

BID Funding - \$100,000 for City Support Services

(8) Amount Requested from CRA:

\$50,000

Restricted to only cover city support costs for those expenses directly supporting the CRA area, which is an entirely free show area generating significant public benefit and economic impact of local CRA businesses.

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

The event will have a multi-faceted marketing campaign with promotion through organic assets, cross-property assets, performer organic assets (i.e. Blue Angels, Thunderbirds), print, and electronic media partners, sponsor partner promotions (i.e Ford, Yuengling, CVB) and an extensive public relations campaign:

Organic assets:

LauderdaleAirShow.com – 362,012 sessions, 25,983 where-to-stay page visits (2016)
Lauderdale Air Show Facebook page – currently with 20,499 fans
500 event posters and 5,000 event rack cards
E-Mail newsletters to opted-in list of 10,215 subscribers and ticketholders

Cross-property assets:

Melbourne Air Show, FL – Facebook page 28,796 fans, e-mail list of 16,110 subscribers
OC Air Show, MD – Facebook page 17,138 fans, e-mail list of 7,501 subscribers
New York Air Show, NY – Facebook page 9,085 fans, e-mail list of 13,900 subscribers

(10) CRA 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.

The Fort Lauderdale Air Show is an event that is growing in strength and reputation as one of the premier Air Shows in the country. At this point, the Fort Lauderdale Air Show is already self-sustaining in terms of direct expenses attributed to the Show Center area. The funds requested from the BID and BRAB are not to pay any operating expenses for the show and are not paid to the show. Rather, these funds are paid to the City of Fort Lauderdale and are used to cover the costs of the city services necessary to support the large crowds of citizens viewing the show free of charge on the beach. If the BID and the BRAB funds were not provided and the city continued to look to the show to cover these costs, then the Air Show would have to seek alternate sources of funding such as shared parking revenues, increased concessions or requests

to CRA businesses to share in the costs of the city services. Currently, the businesses in the CRA do not have to compete against Air Show concessions, etc. and gain the full economic benefit the crowds the Air Show brings to the beach. The Air Show requests funding for city services from the BID and the BRAB in order to preserve this economic benefit to the local businesses and to encourage more free viewing areas for families, locals and tourists alike.

(11) Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

Goals

- a. Eliminate the conditions of blight that are currently found in the area.**
- b. Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.**
- c. Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.**
- d. Maintain public access to the beach and Intracoastal Waterway.**

Goals Narrative:

Events of major public impact like the Air Show are critical to accomplishing the Goals of the Fort Lauderdale Beach Redevelopment Plan. The Air Show is a family-centered event which enables families to enjoy a day at the beach watching an extraordinary show of our elite military units as well as dazzling private acts. For those who do not frequent the beach, the Air Show is a great opportunity for them to reacquaint themselves with all the beach has to offer and it becomes a bridge to future visits for the hundreds of thousands of spectators who attend the show. Furthermore, the Air Show encourages additional tourists to visit the area and creates an economic engine which provides a capital infusion every year to the Central Beach and helps to directly stimulate the redevelopment of the core area and overall revitalization because it provides the businesses in the area significantly higher revenues and generates confidence for continued and expanded investment in this area. The Air Show creates a demand for public access to the beach, so all of the public can view and enjoy use of this public resource. The Air Show generates in excess of \$5 million in direct economic contribution to the Central Beach of Fort Lauderdale. (See Attachment, p. 3)

Objectives

- a. Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.**
- b. Make Fort Lauderdale Beach an integral part of the beach for use by local residents.**
- c. Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.**
- d. Create and enhance a positive visual and physical image of the Central Beach.**
- e. Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.**

Objectives Narrative

The Fort Lauderdale Air Show enhances the resort image of Fort Lauderdale Beach as a place for tourist and conference groups by providing an annual marquis event that draws attendees from around the nation and around the world. A waterfront air show is one of, if not **the** highest profile event a waterfront community can host due to its high visibility. In 2016, the Fort Lauderdale Air Show drew visitors from 22 different countries. The military participation in the Air Show creates a patriotic, inspiring and positive appeal that attracts a high-quality visitor demographic, the core of which is families. Furthermore, the Air Show distinguishes Fort Lauderdale Beach from the other beaches in South Florida by associating a high impact event with Fort Lauderdale and giving residents throughout South Florida an incredible reason to choose Fort Lauderdale beach. The city of Fort Lauderdale has worked hard to provide an active pedestrian environment throughout the Central Beach Area and nothing showcases these efforts to more people than the Fort Lauderdale Air Show. The public has an incredible opportunity to bike and walk the beach and take advantage of the infrastructure the city has created. This exposure in turn reinforces the ease of navigating the Central Beach environment and encourages future return visits.

Fort Lauderdale Air Show

Air Show Aerial Football Field



**Aerial North
End Zone**

**Aerial
50 Yard
Line**

**Aerial South
End Zone**

FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW



MachPointOneAviation

FORT LAUDERDALE BEACH, FLORIDA

The Fort Lauderdale Air Show provides a significant opportunity for the expansion of tourist-related activity

Over 800 rooms occupied with minimum 3 night stays

Over 2,500 room nights at a conservative rate of \$300 per night is over \$750,000 in hotel gross revenue

Weekend visitors have an incremental spend of \$100

Food, beverage, retail spending for 800+ hotel rooms at average of 3 people per room is over \$250,000

Spectators viewing the show will have dramatic impact

Over 200,000 will watch the show from the beach in the CRA with an average spend of \$20 per person - \$4 million

Impact from city-wide weekend visitors for the air show

All weekend long the businesses in the CRA will be impacted by weekend visitors staying city-wide

The event is aligned with the CRA's goal of expanding tourist-related activity inside the CRA.

The event draws a large number of spectators and creates a compelling reason to visit Fort Lauderdale Beach on a shoulder season weekend driving rate, occupancy and creating significant economic impact in the CRA.

The Fort Lauderdale Air Show achieves the CRA's stated objective of enhancing the image of Fort Lauderdale Beach with a highly visible patriotic, inspiring signature event. Because it is best viewed from the beach and can also be viewed free of charge, the event also accomplishes the objective of making Fort Lauderdale Beach an integral part of the

beach for use by local residents. Encompassing the entire Beach CRA, the event will attract a large number of spectators and beach-goers coming to Fort Lauderdale Beach on the weekend of the show.