

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:

Fort Lauderdale Air Show

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

Over the oceanfront, visible from SE 17th Street to Oakland Park Blvd with Show Center at Birch State Park. The Show Site for VIP and premium viewing tickets will be located from the intersection of Sunrise Blvd and A1A to Northeast 14th Court.

(3) Date(s) of Event:

May 6-7, 2017

(4) Hours of Operation:

9am – 3pm

(6) 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 at Birch State Park between Sunrise and NE 19th Street with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets.

(7) 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:

FortLauderdaleAirShow.com – 362,012 visitors, 25,983 where-to-stay page visits in 2016
Lauderdale Air Show Facebook page – currently with 20,183 fans
2,500 event posters and 25,000 event rack cards
E-Mail newsletters to opted-in list of over 10,215 subscribers and ticketholders

Cross-property assets:

Melbourne Air Show, FL – Facebook page 28,844 fans, e-mail list of 16,110 subscribers
OC Air Show, MD – Facebook page 17,017 fans, e-mail list of 7,501 subscribers
New York, NY - Facebook page 5,736 fans, e-mail list of 9,028 subscribers

(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 Lauderdale Air Show is a destination event that generates a significant number of overnight stays from visitors both outside and inside Broward County. In 2016 the event website's Where-to-Stay page has 25,983 visitors generating significant hotel room nights. This combined with the impact from daily visitors will generate in excess of \$5 million and as much as \$10 million in economic impact based upon previous estimates from city and CVB officials.

(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.

The history of the air show in Fort Lauderdale has a significant brand equity and destination appeal. A waterfront air show is one of, if not the highest profile event a waterfront community can host due to the high visibility of its nature. In 2016 the Fort Lauderdale Air Show drew visitors from around the nation and around the world. Visitors purchased tickets from 22 different countries. The military support of an air show creates a patriotic, inspiring and positive appeal that attracts a higher quality demographic, the core of which is families.

(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.

(11) Total Cost of Event:

\$750,000 excluding city support costs outside the event site.

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

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

(13) Amount Requested from BID:

\$100,000 to go towards the cost of city support services outside the Show Site.

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 AIR SHOW

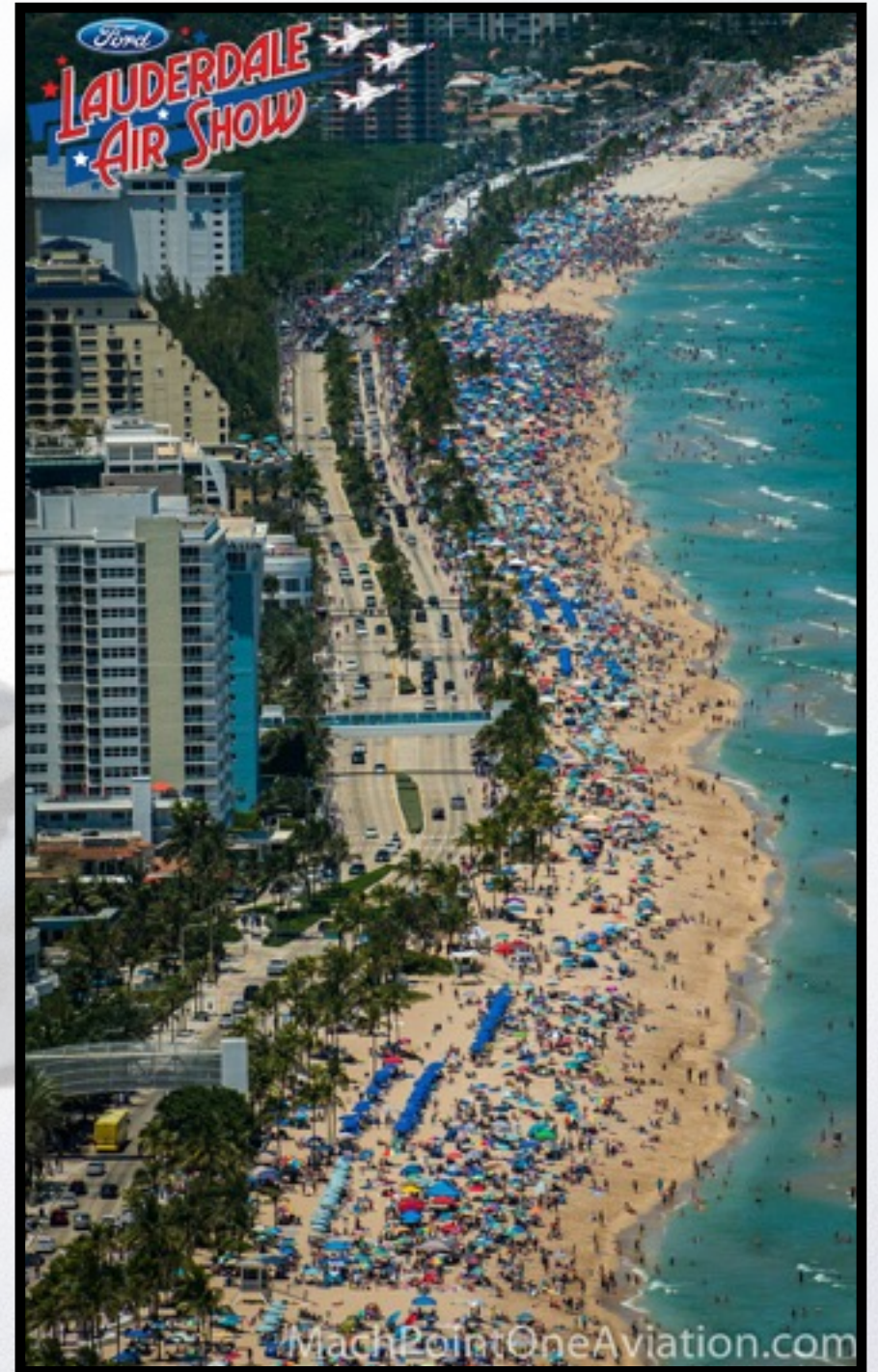


FORT LAUDERDALE BEACH, FLORIDA

FORD LAUDERDALE AIR SHOW

The Jets Returned So Did the Crowds

The Super Bowl of Air Shows returned to Fort Lauderdale Beach on May 7-8 as the best air show performer line up in North America in nearly a decade, soared through sunny clear blue skies. Hundreds of thousands of spectators watched from the beach, boats, hotel balconies, condo towers, rooftops and backyards to see the return of South Florida's largest and most popular spectator event.








FORT LAUDERDALE BEACH, FLORIDA








FORT LAUDERDALE AIR SHOW

2016 Geographic and Visitor Info

from FortLauderdaleAirShow.com - November 15, 2015 to May 15, 2016

-  362,012 sessions
-  227,118 unique visitors
-  25,983 where-to-stay page visits
-  11,134 sessions from outside the USA
-  48,191 sessions from outside Florida
-  302,687 sessions from inside Florida

302,687 Florida visits came from:

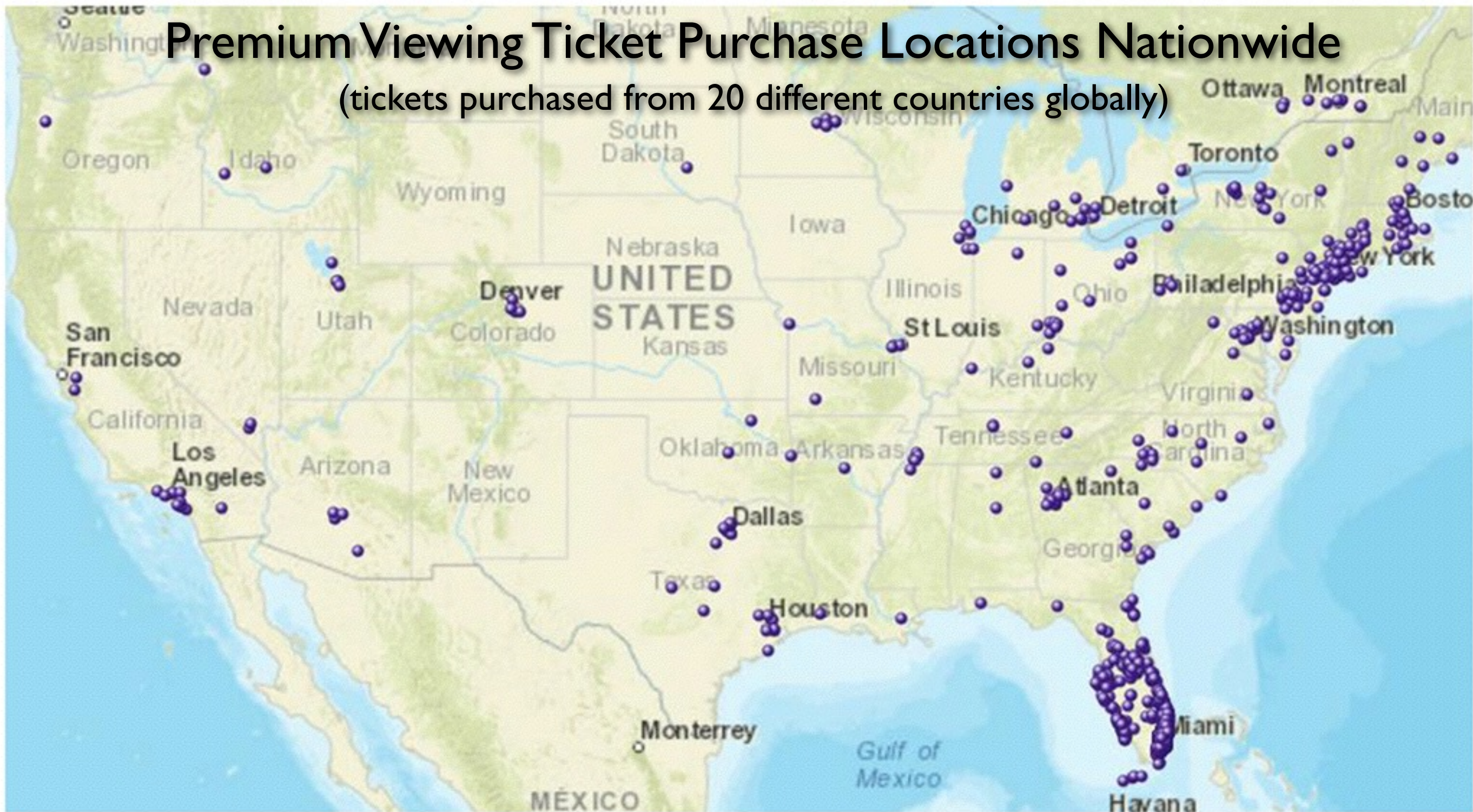
-  237,927 from Fort Lauderdale/Miami
-  27,740 from Palm Beach.Ft. Pierce
-  18,004 from Tampa Bay area
-  11,131 from Orlando/Central FL
-  3,009 from Jacksonville area
-  2,948 from Fort Myers/Naples
-  2,918 from elsewhere in Florida

Over 70,000 sessions in one-day on Saturday, May 7th!

FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW

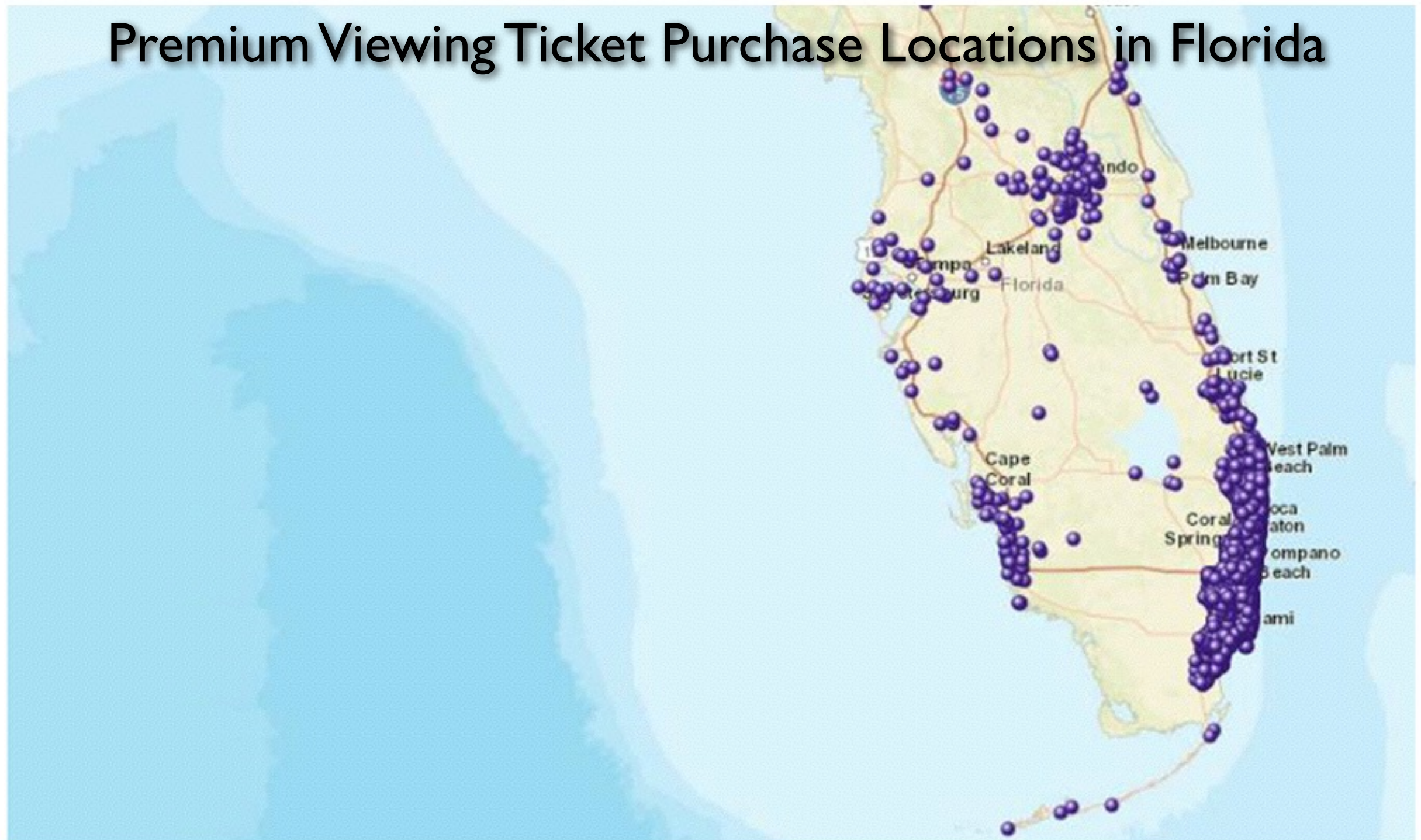
Premium Viewing Ticket Purchase Locations Nationwide
(tickets purchased from 20 different countries globally)



FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW

Premium Viewing Ticket Purchase Locations in Florida



FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW



FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW

Returning the Show in 2016 and sustaining it annually after that



Leave the Sunrise Blvd and State Road A1A intersection open

Limit road closures to State Road A1A from the Sunrise Blvd intersection north to NE 14th Court
Dramatically reduce the impact on the city, it's residents and visitors



Reduce event site to mitigate impact and reduce support cost

Reduce the Drop Zone ticketed viewing area with the entry gate moved North near the park tunnel
This allows the large density of free viewing Air Show spectators to be North of Sunrise Blvd on A1A



Air Show only responsible for the impact area for the event site

Air Show to reimburse city for costs of clean up inside event site/impact area.

Costs for clean up for beachgoers outside of event site/impact area to be covered by the City



Air Show only responsible for support cost of air show attendees

Air Show to reimburse city for costs of support personnel inside the event site

City support costs for beachgoers outside the event site funded by support from BID, CRA or City







FORT LAUDERDALE AIR SHOW

2016 City Support Costs

Department	Inside Event Site	Outside Event Site
Police	\$41,645.00	\$101,025.00
Parking	\$10,728.00	-0-
Fire EMS	\$35,830.00	\$55,870.00
Parks and Recreation	-0-	\$26,396.00
Total City Support Costs	\$88,203.00	\$183,291.00
City Support Cost Projections	\$89,795.00	\$136,416.00
Difference	-\$1,592	+ \$46,875

FORT LAUDERDALE AIR SHOW

Building on the Success in 2017

-  Keep the event on the same week each year - May 6-7, 2017
-  Integration with Fleet Week to add unique content and demonstrations
-  Focus on attracting families to attend the event
-  Targeted advance promotion of event to increase overnight stays
-  More integrated promotion of event with hotels, CVB, City, etc.
-  What suggestions do you have?!?!

FORT LAUDERDALE AIR SHOW

Our Request for Support from the BID for 2017



\$100,000 to support the cost for city services outside the event site

Costs for police and fire department personnel to support supplemental beach crowds and visitors



Two year commitment for 2017 and 2018 shows

This will allow the event to invite the CAF Snowbirds for 2017 and invite the Thunderbirds or Blue Angels for 2018

FORT LAUDERDALE BEACH, FLORIDA