

# BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

## GRANT APPLICATION

1. **Legal Name of Applicant:** Young At Art of Broward, Inc.
2. **Name of Event/Project/Proposal:** XOXO: Love & Art on Fort Lauderdale Beach
3. **Location of Event – Provide description and location map:**

<u>Date:</u>	<u>Time:</u>	<u>Event:</u>	<u>Location:</u>
June 8, 2017	7pm-9pm	Open Air Painting Studio	Beach Hotel/Restaurant*
July 13, 2017	7pm-9pm	Open Air Painting Studio	Beach Hotel/Restaurant*
July 22, 2017	9am-1pm	Flower Power Mural	Fort Lauderdale Beach Park
Aug. 10, 2017	7pm-9pm	Open Air Painting Studio	Beach Hotel/Restaurant*
Aug. 19, 2017	9am-1pm	Summer of Love Celebration + World's Largest Peace Sign	The Hub on Fort Lauderdale Beach
Sep 2, 2017	9am-1pm	Open Air Painting Studio	On the Beach @ A1A & Sunrise Blvd.

\*(Working with Larry Carrino of Brustman Carrino Public Relations to secure partnerships at Fort Lauderdale Beach locations including Burlock Coast and 30/30 Ocean)

4. **List all dates associated with this event:**

- a. **Set-up date(s):** Same as event date(s)
- b. **Event date(s):** Thursday evenings June 8, July 13 & August 10, 2017  
Saturdays July 22, August 19 & September 2, 2017
- c. **Break-down date(s):** Same as event date(s)

5. **Hours of Operation:** 9am-1pm & 7pm-9pm
6. **Projected attendance:** 10,000
7. **Cost to attendees:** Free
8. **Amount Requested from BID:** \$40,000
9. **Total Cost of Event:** \$93,500
10. **List other Revenue Sources (other than amount requested from BID) and the amounts requested/committed.**

\$43,500	Broward Cultural Division/Cultural Tourism Program
\$10,000	Funding Arts Broward

11. **Proposed Activities Planned (Attach a narrative if necessary):**

Love will come to Fort Lauderdale Beach when Young At Art Museum (YAA) celebrates the 50<sup>th</sup> anniversary of the *1967 Summer of Love*, a phenomenon of music and cultural expression. YAA will mark this occasion with events on Fort Lauderdale Beach including an:

- **Open Air Painting Studio**, with easels and canvases set up on the beach for children and adults on Labor Day weekend, Saturday, September 2<sup>nd</sup> and on Thursday evenings for adults at beach restaurants and hotels. The Open Air Painting Studio enables participants to experience the sights and sounds of Fort Lauderdale Beach and capture it on canvas.
- **Flower Power Mural**, a collective art-making experience for all ages at Fort Lauderdale Beach Park
- **Summer of Love Celebration**, featuring tie-dye and XOXO art activities, a drumming performance by YAA's African artist-in-residence Chisseko Kondowe, 60s fashion show (polka dot bikinis and bell-bottoms) and the creation of the **World's Largest Peace Sign on a Beach**, going for a Guinness Book of World Records

**In addition to the three events, YAA will drive visitors to patronize Fort Lauderdale Beach restaurants and hotels through the following Yelp partnership:**

- **Yelp Photo Exhibit & Facebook Contest of Fort Lauderdale Beach**

Working with Blue Arauz, Yelp's Broward/Palm Beach Community Director, Yelp's Elite Squad (individuals who post reviews and photos for Yelp's online site) will take photos of their favorite locations on Fort Lauderdale Beach. YAA will create an exhibit of these photos, viewed by 45,000 summer visitors to YAA, creating an excitement for, and interest in, patronizing Fort Lauderdale Beach, its restaurants and hotels. YAA will host a Facebook Contest exclusively featuring Fort Lauderdale Beach locations. The public will be encouraged to enter a photo in an effort to get the most "likes." The photo with the most likes will receive a MyFortLauderdaleBeach package.

**12. 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.**

YAA has a 28-year history of successfully raising funds to support its programs, events and exhibits, serving an annual audience of 201,000 visitors. We secure contributions from:

- Corporations (e.g., Capital One)
- Foundations & Organizations (e.g., Funding Arts Broward)
- Local Government Grants through the Broward Cultural Division (YAA is a Broward Major Cultural Institution, one of only 8 cultural organizations designated by Broward County Commissioners. In addition, we receive Cultural Tourism Project grants annually)
- State Government Grants (YAA is currently ranked #1 for Florida cultural funding among the 104 largest museums in the state)

Multiple sources of funding, plus strong collaborative efforts in marketing, media and sponsorship, strengthens our ability to provide an ongoing source of artistic and cultural events attracting a tourist-based audience, with the ability to impact Fort Lauderdale Beach.

**13. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and Beach Businesses. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.**

Young At Art Museum is an economic driver whose project will have a positive impact by increasing the number of visitors to Fort Lauderdale Beach. YAA attracts a tourist audience from 35 U.S. states, 17

foreign countries and 24 Florida counties. YAA visitors generated 559 documented nights at 42 hotels last summer alone. Of our 201,000 annual visitors, 81% are Broward residents from every city in the County. According to the *Economic Prosperity IV* report produced by Americans for the Arts, residents spend \$24.60 beyond the cost of admission. Thus  $81\% \text{ of } 201,000 \times \$24.60 = \$4 \text{ million}$  generated in Broward economic activity annually by Broward residents visiting YAA.

The remaining 19% of YAA visitors are tourists from out-of-state, out-of-county and foreign countries. According to the *Economic Prosperity IV* report, tourists spend \$39.96 beyond the cost of admission. Thus  $19\% \text{ of } 201,000 \times \$39.96 = \$1.5 \text{ million}$  generated in Broward economic activity annually by tourists visiting YAA. In addition, YAA's 3,269 member families represent 14,000+ individuals from the tri-county South Florida region plus 10 U.S. states, with the potential to "staycation" on Fort Lauderdale Beach.

On a national scale, Museums are economic engines. Museums rank among the top three family vacation destinations. Trips including cultural activities account for over 23% of all domestic travel according to the U.S. Travel Association. Visitors to cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists. The nonprofit arts and culture industry annually generates over \$16 billion in economic activity.

**14. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.**

Attendance at each event will be measured by a staff count as well as materials distributed. Additional impact will be measured by the number of Facebook "likes," number of guests viewing the Yelp Photo Exhibit, number of people patronizing beach restaurants as a result of the photo exhibit, photos taken at each event, and press coverage. Results and impact of this project will be reported/presented to the BID Committee through a final report document complete with participant input and photos.

**15. Explain in detail how the proposed event will aid in the BID's efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.**

Young At Art has a 28-year reputation for producing summer blockbusters that combine nationally acclaimed exhibitions, guest artists, interactive art programs and family-friendly special events that attract a tourist audience from 35 U.S. states, 17 foreign countries and 24 Florida counties, as well as Broward residents from every city in the County. In less than five years in our new Gold LEED-certified museum – a public/private partnership with Broward County – we have attracted almost one million visitors and program participants from as far away as China, Israel, Italy, Sweden and Norway. Our 3,269 family memberships represent 14,000 individuals with the potential to "staycation" on Fort Lauderdale Beach. It is this impact – combined with our reputation as the #1 museum among the 104 largest museums in the state as ranked by the Florida Council on Arts & Culture – that will aid BID's efforts to identify and brand the beach as a world-class destination.

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

YAA's marketing department and public relations firm, Pierson Grant, will secure articles in regional, state and national media, something we have done successfully as evidenced by recognition for YAA and Greater Fort Lauderdale in the New York Times Style Magazine ("YAA is a great choice for the younger set"), Travel + Leisure ("Experience Fort Lauderdale...and get creative at YAA"), Hello Sunny Vacation Playbook ("Explore a world only limited by your imagination"), Knight Foundation Blog ("YAA, A Museum For the Ages"), USA Today (Places to Go for the Family in Fort Lauderdale) and Museum of Modern Art/New York blog.

Pierson Grant will submit articles/listings to 38+ print, broadcast, social media and blogs including Fort Lauderdale Connex, Nickelodeon Parents Connect, Family Fun in Florida, AAA, Around Town, WFOR, WSVN, WPLG and WTVJ. Ads will be purchased through our ArtServe partnership, as well as independently in magazines such as TravelHost (magazine and Pocket Saver), Great Locations and Yellow Cab. We will continue to partner with Visit Florida and the Greater Fort Lauderdale Convention & Visitors Bureau to place ads in out-of-state publications that attract the family tourist audience. As in previous years we will continue inclusion in the State Visitors Guide and Map, Hello Sunny Vacation Playbook, Greater Fort Lauderdale CVB Buzz and on the Sunny.org Facebook and Mobile App ([itunes.apple.com/us/app/ivisitlauderdale-official/](https://itunes.apple.com/us/app/ivisitlauderdale-official/)).

**Use of the Internet and Social Media will also be extensive.** We will provide a hyperlink between the museum's website (40,000 hits per month tracked through Google Analytics) and MyFortLauderdaleBeach.com, encouraging visitors to search for Fort Lauderdale Beach hotels, restaurants, events as well as view Hello Sunny TV. YAA will promote **XOXO: Love & Art on Fort Lauderdale Beach** to YAA's 13,200+ followers on Facebook, Twitter, Instagram, SnapChat and Pinterest. Bi-weekly e-blasts reach 24,000+ donors, friends and museum members. Nationally, 87% of tourists use the Internet to make their travel plans; thus YAA maintains a strong presence through online sites including Yelp, Trip Advisor, Trekaroo, Lonely Planet, Yahoo, Google, Sunny.org and Visit Florida. In addition, YAA will distribute event emails through the Association of Children's Museums as part of its reciprocal admission program with 300+ children's museums nationwide.

The MyFortLauderdaleBeach.com logo will appear on marketing, media and event materials including:

- Logo recognition on **signage** at all beach events
- Logo recognition in **print and/or on-line ads** via a campaign in the SunSentinel/SunSentinel.com (including Showtime), plus magazines including South Florida Parenting, Gold Coast, Broward Family Life and Gulfstream Media
- Logo recognition on **YAA website**, receiving 40,000 hits monthly
- Logo recognition on e-invitation to Yelp Photo Exhibit sent to 24,000+ YAA members, friends and donors via Constant Contact
- Logo recognition on **e-blasts and monthly e-newsletters** sent to 24,000+ YAA members, friends and donors via Constant Contact
- Logo recognition on marketing materials distributed through **cross promotional opportunities** with partners including the Miami Marlins and IKEA Sunrise
- Name recognition via broadcast media, including radio spots and on-air segments in programs such as 6 in the Mix
- Name recognition included in **social media** posts to 13,200+ followers on Facebook, Twitter, Pinterest, Instagram and Snapchat
- Name recognition in **press releases, articles and posts** produced by Pierson Grant Public Relations and distributed to online sites and blogs including AOL City Guide, MomsMiami.com, SouthFlorida.com, Fort Lauderdale Connex, Miami.com and Eventful

**BID SPONSORSHIP FULLFILLMENT:**

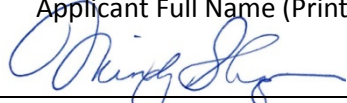
*The BID Logo will be included in all advertising of the event and on site via banners, stage announcements, etc.*

**APPLICANT'S CONTACT INFORMATION:**

PHYSICAL ADDRESS: 751 SW 121<sup>st</sup> Avenue, Davie, FL  
Zip Code: 33325  
Office Phone: 954/424-5021  
Cell Phone: 754/423-2521  
Email Address: [mshrago@youngatartmuseum.org](mailto:mshrago@youngatartmuseum.org)

Mindy Shrago

Applicant Full Name (Print)



Applicant Signature

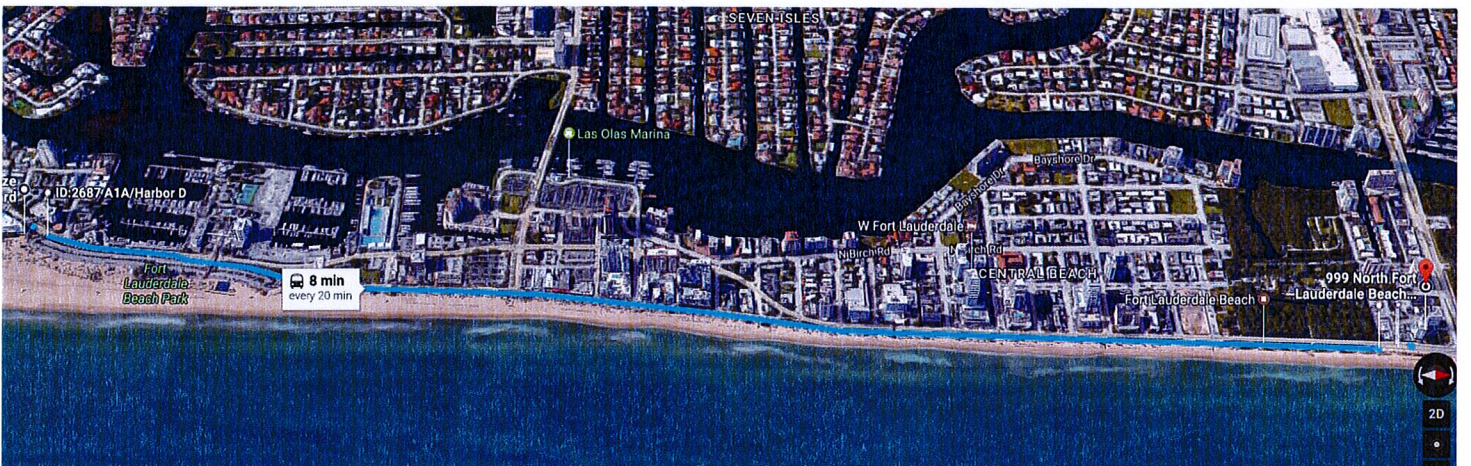
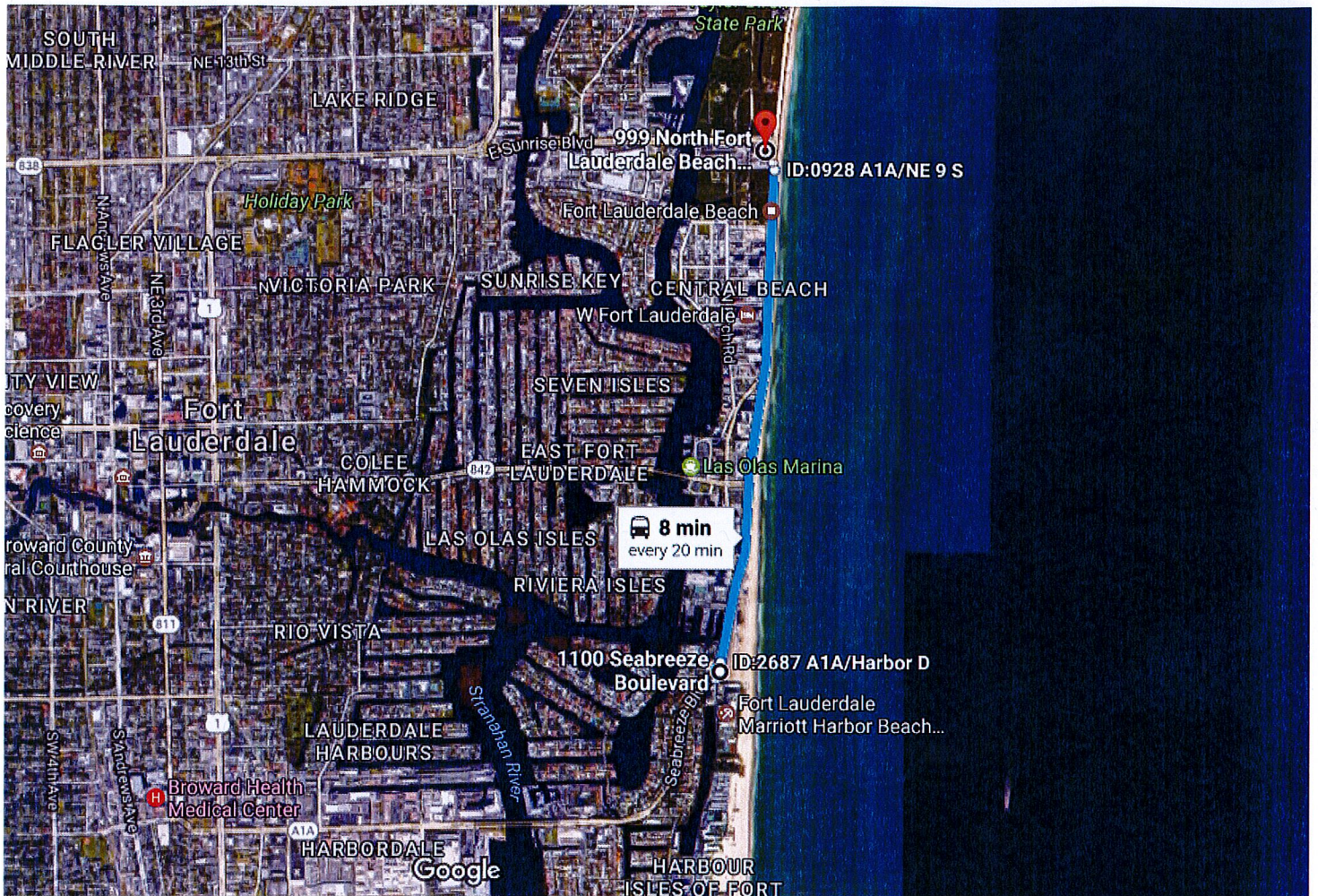
Young At Art of Broward, Inc.  
Executive Director/CEO

Company, Title

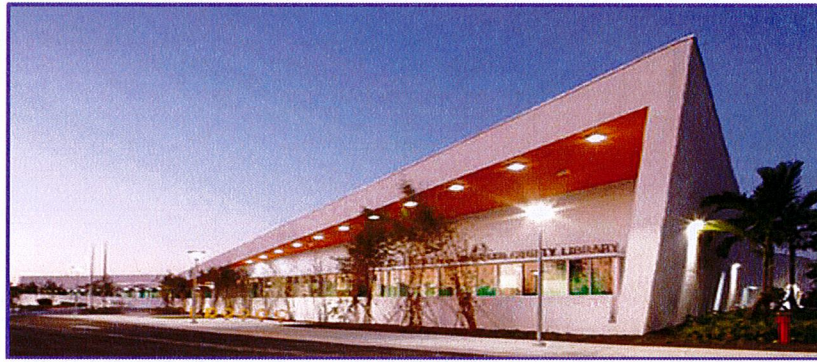
2/23/17

Date Signed









## Young At Art Museum

Young At Art Museum has been at the forefront of arts education in Broward County, population 1.8 million, since 1989. Our mission: *to provide inspiring, interactive experiences in which art is central to shaping minds and enriching our community.* Our dedication to championing the arts as part of a complete education has resulted in extraordinary accomplishments including: Designation by County Commissioners as a Broward Major Cultural Institution; Inclusion in PNC's national *Grow Up Great* initiative for early childhood education and; Accreditation by the American Alliance of Museums, making Young At Art one of only 12 youth museums in the nation recognized for excellence in the field.

On May 5, 2012 Young At Art embarked upon a new stage in its history. Through a public/private partnership with Broward County, Young At Art opened a groundbreaking 55,000 sq. ft., Gold LEED (Leadership in Energy and Environmental Design) museum and public library, named by the Knight Foundation "*as one of the most transformative arts initiatives in South Florida.*" In less than 5 years YAA has served almost 1 million visitors and is the #1 ranked museum for Florida cultural funding among 104 museums in the state.

Young At Art features four innovative **Exhibition Galleries**: *ArtScapes*, a thematic journey through art history where art crosses time, place and culture; *CultureScapes*, a celebration and understanding of our culturally diverse world through the eyes and art of contemporary artists from Africa, Haiti, Latin America, Cuba, Asia and Native America; *GreenScapes*, encouraging children and adults to reconnect with nature by discovering the potential of art to call attention to environmental issues; and *WonderScapes*, a world of Alice in Wonderland imagery dedicated to early childhood development through art, literacy and play.

The museum's **Young At Art Institute** features cutting edge equipment, studios and instruction in painting, drawing, ceramics, printmaking, photography and digital arts. The museum also includes a licensed **Museum Preschool** using an arts-based curriculum to prepare young children for kindergarten; **National Traveling Exhibition Gallery**; **Teen Center** with computers and recording studio for 325+ teens in grades 9-12; and **Field Trip Experiences** for students and teachers in grades PreK-8. **Renowned Artists** – including painters, sculptors, animators, filmmakers, muralists, composers and photographers – have infused their creative voice into YAA through installations, guest appearances and instruction in the YAA Institute. Artists include Leonel Matheu, Pablo Cano, Edouard Duval Carrie, Chisseko Kondowe, Kenichi Yokono, Tom Luckey, Rachael Elwell, Kenny Scharf, Jillian Mayer, DeLoss McGraw, Alejandro Romero, Taryn Boyd – plus the first interactive installation by world famous performance artists, **STOMP**.

The new YAA is a holistic approach to artistic learning where exhibit galleries, art studios and public library coalesce into a singular and enriching arts-based learning experience. It is a place where art has been woven into every hands-on experience and where artists have come together to provide inspiration for our children and ourselves.



## Young At Art Museum Gallery Images

