

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

1. **Name of Applicant and corporate/legal name of company, if any:**
Food Network & Cooking Channel South Beach Wine & Food Festival
(SOBEWFF®)

The Florida International University Board of Trustees

2. **Name of Event/Project/Proposal:**

Seven events in the CRAVE Fort Lauderdale Series, as part of the 2018 SOBEWFF

1. BBQ Dinner with Chris Lilly and Jorge Ramos
2. Clambake hosted by Emeril Lagasse and Jorge Ramos
3. Lucky Chopsticks hosted by Andrew Zimmern
4. and 5. Two Wine Seminars presented by Bank of America
6. Rooftop Rosé Happy Hour hosted by Kristin Cavallari
7. Ritz Carlton Dinner

3. **Location of Event – Provide description and location map:**

Events 1, 2, 4 and 5 are at the Conrad Fort Lauderdale Beach, 551 North Fort Lauderdale Beach Boulevard. Events 3 and 6 are at the W Fort Lauderdale, 401 North Fort Lauderdale Beach Boulevard. Event 7 is located at Burlock Coast at The Ritz-Carlton Fort Lauderdale, 1 North Fort Lauderdale Boulevard

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

- a. **Set-up date(s):** Monday, February 19, 2018
- b. **Event date(s):** Wednesday thru Saturday February 21-24, 2018
- c. **Break-down date(s):** Friday thru Monday, February 23-25, 2018

5. **Hours of Operation:** Events 1, 2 and 7 will be from 7pm-10pm. Event 3 is 8pm-10pm. Events 4 and 5 are 1pm and 3pm. Event 6 is 5:30pm-7:30pm.

6. **Projected attendance:** 1,500 total over the seven events

7. **Cost to attendees:** Events 1 and 2 are \$200. Event 3 is \$125. Events 4 and 5 are \$95. Event 6 is \$75. Event 7 is \$175.

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8. Total Cost of Event: A complete budget breakdown is not complete, but we estimate these seven events to cost \$600,000 to produce.

9. Amount Requested from BID: \$125,000

10. Indicate what the amount will be used for:

The funding from BID will be used mainly to support the infrastructure and enhancements related to the new beachside venue that is being built for events #1 and #2. In conjunction with the new Conrad Fort Lauderdale Beach, we will be erecting a tented venue to house a BBQ Dinner event with Chris Lilly and the next evening will be a Clambake hosted by Emeril Lagasse. This new venue will come with extensive infrastructure costs, permitting and décor/entertainment enhancements.

In addition, the Festival is producing two brand new events at the W Fort Lauderdale with big name hosts Andrew Zimmern and Kristin Cavallari. New events require new investments in site plans, equipment, signage, etc. We will use BID funding to assist with these costs, as well as costs related to transporting our talent to and from these events.

Finally, we will be using the BID funding to continue to secure additional outdoor advertising opportunities to promote this series, including elements like street pole banners, billboards, trolley cars, double-decker buses, digital display boards and more.

11. List other Revenue Sources (other than amount requested from BID) and the amounts requested/committed.

The Festival has secured funding from the Greater Fort Lauderdale Convention & Visitors Bureau in the amount of \$200,000. This money is the total amount provided for all events in the CRAVE Fort Lauderdale Series, which includes four (4) events outside of the BID. The Festival will also secure funding via sponsorship dollars from the wine, spirits, food and luxury brands that may be promoting their brands at these events. The solicitation of these sponsorships has just begun and will be minimal compared to the requested of the BID.

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

BBQ Dinner hosted by Chris Lilly and Jorge Ramos

Join us on the sand behind the elegant new Conrad Fort Lauderdale Beach for the kick-off of the Festival, and the third edition of its popular CRAVE Greater Fort Lauderdale Series! World barbecue champion Chris Lilly hosts a family-style

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dinner perfectly paired with sensuous spirits, for a unique dining experience nestled on the sands of Fort Lauderdale beach under the Festival's first signature tented affair in Broward County. The Conrad Fort Lauderdale Beach's own Chef Jorge Ramos will top off the evening by providing a gourmet, inspired take on classic comfort sides and desserts that reflect the property's buzzing dining scene.

Beachside Clambake hosted by Emeril Lagasse and Jorge Ramos

Come join iconic chef, restaurateur, author, and television personality Emeril Lagasse in the Festival's first-ever signature white tent in Broward County, nestled on the sparkling sands behind the tailored luxury of Conrad Fort Lauderdale Beach! Lagasse will host the ultimate beachside clambake, featuring seemingly endless sips of wines and spirits accompanied by specially-prepared dishes from more than a dozen of South Florida's most popular seafood spots, including fare from the Conrad Fort Lauderdale Beach's own Chef Jorge Ramos. But the party doesn't end there - get a moonlight experience unlike any other by joining popular Food Network personality and Charm City Cakes founder Duff Goldman poolside at the nautically-inspired elegance of the new Conrad Fort Lauderdale Beach for samplings of his signature creations, plus more desserts and libations overlooking the ocean.

LUCKY CHOPSTICKS: An Asian Night Market hosted by Andrew Zimmern

We've once again tapped good friend and James Beard Award-winning TV personality Andrew Zimmern, who also moonlights as a chef, food writer and teacher, to host a fan-favorite Festival event - Lucky Chopsticks - that is coming to Broward County for the first time! Zimmern is widely regarded as one of the most versatile, knowledgeable and "bizarre" personalities in the food world, and he's ready to bring his passion and enthusiasm for classic Asian street market fare to a new level. Fill up to the brim with sushi, dumplings, dim sum and a variety of other unique eats while enjoying scenic views of downtown and the beach from atop the trendy W Fort Lauderdale and sipping on special libations paired specially for these flavorful bites.

Two Wine Seminars presented by Bank of America

The Festival will produce two of our signature wine seminars at the Conrad Fort Lauderdale Beach, allowing guests to explore different wine regions on a journey led by top wine experts. Exact seminar details TBD.

Rooftop Rosé Happy Hour hosted by Kristin Cavallari

Sip on everyone's favorite pink beverage while noshing on bites and enjoying a sprawling view of the white sandy beachfront and teal blue waters that have made

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Fort Lauderdale a trendy destination for visitors from around the world. Television star, jewelry and shoe designer, True Roots cookbook author and all-around lifestyle guru Kristin Cavallari - who is also a new part-time fixture on the South Florida scene thanks to the addition of husband Jay Cutler to the city's beloved Miami Dolphins - will host this elevated afternoon soirée at the trendy W Fort Lauderdale.

Ritz Carlton Dinner

Guests will be treated to a multi-course wine-paired dinner hosted by an array of chefs from Ritz Carlton properties around the globe.

- 13. 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.**

While the Festival has successfully produced events in previous years highlighting the BID district, this year marks a significant upgrade to its programming with the introduction of the first tented events on the beach as part of the CRAVE Greater Fort Lauderdale Series. This signature tasting event set-up on the beach is the iconic format that has become visually indicative of the Festival's wildly popular events since its inception on Miami Beach in 2002. The launch of the BBQ dinner and Clambake behind the new lifestyle destination Conrad Fort Lauderdale Beach will bring with them all of the allure of the Festival's signature events on Miami Beach, plus their own unique themes to start building their profile as iconic Fort Lauderdale tastings. Additionally, the Festival has utilized its expanded presence in the area to launch other brand new events in the BID district - like the new Rooftop Rose Happy Hour hosted by Kristin Cavallari - as well as bring successful fan-favorite event Lucky Chopsticks hosted by Andrew Zimmern to the area to engage its existing fan base, as well as attract new consumers.

As a charity event with 100% of its net proceeds benefiting the Chaplin School of Hospitality & Tourism Management at Florida International University, the Festival is continuously looking for outside funding sources to produce the high-caliber of events that it's known for. It will always rely on the support of multiple sources of funding to continue to operate in the market. With continued collaborative efforts in marketing, media and sponsorship sales, the Festival hopes to see increased ticket sales and constant growth with the popularity of the CRAVE Greater Fort Lauderdale Series.

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- 14. 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.**

The Festival has had an extremely positive, documented impact on South Beach since it's inception in 2002. (<http://www.miamiherald.com/news/local/community/miami-dade/miami-beach/article1947624.html>) With its expansion into Fort Lauderdale in recent years, the Festival expanded its physical footprint with the goal of bringing a similar positive economic impact to local businesses by highlighting the city as a culinary destination, and increase spending in Fort Lauderdale restaurants and hotels during the week of the Festival and beyond. In 2018, the Festival will continue its efforts with the return of the CRAVE Greater Fort Lauderdale Series.

The BID logo will appear on multiple materials in recognition of their support of the seven (7) beach specific events. This includes:

- Logo recognition on the event specific pages on the Festival website
- Logo recognition on on-site welcome signage at each event
- Logo recognition on the sponsor pages of the Festival's official guide (reaches more than 700,000 qualified readers)
- Logo recognition on advertising/promotional materials promoting the Festival and these events secured with funds granted by the BID committee, including select street pole banner placements.

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

Post-Festival, we can provide proofs of advertising/marketing materials that included the BID logo, as well as estimated impressions numbers of each asset. We can also provide any press clips that discussed the events taking place in the area.

- 16. 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.**

In 2017, the Festival drew more than 65,000 guests with ticket purchasers originating from 46 states and 20 countries. With national and international media recognition, and having been named the #1 food & restaurant industry event in the United States by BizBash five years in a row, the Festival has an existing reputation for drawing both consumer and industry-driven attention to its events. February

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2018 will mark the 17th edition of the Festival, and the continued physical expansion of its events with an expanded CRAVE Greater Fort Lauderdale Series. A Complete Festival Recap can be found here: <http://corporate.sobefest.com/recap2017/> with a spotlight on the Fort Lauderdale Series can be found on pages 17 and 18 in the Recap, as well as with the dedicated video found here: <http://corporate.sobefest.com/tastefest/>.

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

The marketing and public relations efforts for the 2017 Festival garnered more than 2.6 billion media impressions. With targeted efforts promoting the Taste Fort Lauderdale Series including local and regional print publications. We expect to continue these targeted promotional opportunities for the 2018 series, and look for additional mediums to expand upon these efforts. Funds from BID would be used to secure additional outdoor advertising opportunities to promote this series. The CRAVE Taste Fort Lauderdale series is a highlighted category on the Festival's website, which received more than 3 million pageviews in 2017. The Series is also featured in the Festival's mobile app, which in 2017 had more than 5,000 unique users who spent more than 10 minutes in the app, navigating events and culinary talent. It will additionally be highlighted in the Festival's "Juicy Tidbits" e-newsletter (380,000 subscribers), featuring the Series as a whole and individual Series events and talent. Public Relations efforts putting the series front and center are already underway for the 2018 Festival, including two major program announcements - <http://www.southflorida.com/restaurants-and-bars/sf-sobewff-2018-schedule-fort-lauderdale-20170926-story.html> and <http://www.miamiherald.com/entertainment/restaurants/article175029201.html>

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: 1600 NW 163rd Street

Miami, FL

ZIP CODE: 33169

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EMAIL ADDRESS: AShapiro@sgws.com

Ashley Shapiro

APPLICANT FULL NAME (PRINT)

Ashley Shapiro

APPLICANT SIGNATURE

South Beach Wine & Food Festival
Sponsorship Director

COMPANY, TITLE

9/29/17

DATE SIGNED