

1. Name of Applicant and corporate/legal name of company, if any:
Matthew Lorraine

Exclusive Sports Marketing, Inc

2. Name of Event/Project/Proposal:

Fort Lauderdale A1A Marathon & Half Marathon

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

South Beach Park, 1100 Seabreeze Blvd., Fort Lauderdale, FL 33316

4. List all the dates associated with this event:

a. Set-up date(s): **February 16, 2018**

b. Event date(s): **February 18, 2018**

c. Break-down date(s): **February 18, 2018**

5. Hours of Operation: **6AM - 2PM**

6. Projected attendance: **8,000**

7. Cost to attendees: **\$80**

8. Total Cost of Event: **\$350,000**

9. Amount Requested from BID: **\$35,000**

10. Indicate what the amount will be used for:

BID financial support will be used exclusively for marketing the event in out-of-town markets to drive destination participants. This is the next phase of the overall growth plans.

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

*** Registration Revenue from the runners \$400,000**

*** Corporate Sponsorship \$215,000**

*** Broward County provides the rental for 1 room/hall at Broward County Convention Center for expo and \$10,000**

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

The Fort Lauderdale A1A Marathon & Half Marathon is a running event that utilizes A1A as its run course, featuring both a Marathon (26.2 Miles), and a Half Marathon (13.1 Miles). We utilize the South Beach Park lot as our Finish Line area and post race celebration.

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.

Presently the event is self-sustaining, with its inaugural event dating back to 2006. However, there is an opportunity at hand to grow our destination travelers exponentially. Most of the local runners already know about the event. Our next phase of growth will come from expanding the marketing program to include all of the US, South America, and Europe. Our goal is to increase the participation numbers from 6,000 runners to 12,000 runners over the next 3-5 year time frame. BID funding would allow for this growth potential.

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.

After the 2015 event we commissioned an economic impact study of the event to evaluate the direct spend impact. The Study revealed that the event generates \$4.8 million in direct economic impact. Our event is ideal for a Run-Cation. The travelers are visiting Fort Lauderdale for the running event plus a vacation. Our event is the "hook" to get them here. Most of the travelers choose to stay on the beach to take advantage of the area, the restaurants, shopping and the atmosphere. Running participants in general are highly educated, with strong HHI. They are the type of visitor any district would appreciate.

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

All participants in the event register via our online registration system. We have detailed information regarding their home address. Thus we know whether participants are local or from out of town.

- 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.**

Since our inaugural event in 2006, "Fort Lauderdale A1A" has been included in the event name. In fact many of our repeat runner customers refer to the event as "The A1A" or the "A1A Marathon". Our marketing campaigns feature signature pictures featuring the course along A1A. Lastly, along with our tag line of the event is "Run A1A...Where the Ocean is Your Finish Line!" one of the most iconic photos for each finisher is in front of our beach sand sculpture created in the finish line shoot.

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

Our marketing plan has evolved over the past few years towards a digital and social media campaign. We generate a substantially higher ROI via digital and social media vs. traditional print advertising. We utilize a year-round social media campaign to increase our followers on the event Facebook and Instagram pages. We have attracted over 102,000 followers to our social media networks. Dedicated ads are served to these followers throughout the year. Additionally, we will re-target visitors to our Facebook page and website with ads. These ads are utilized to bring visitors back to our website and social media pages. Typically a discount will be offered via the ads to entice people to register for the event.

For the February 2017 event, our marketing efforts achieved 73 Million impressions, with a dollar value of \$1.29 million. We are on track to meet or exceed these metrics for the 2018 event.

BID SPONSORSHIP FULLFILLMENT:

THE BID LOGO WILL BE INCLUDED IN ALL ADVERTISING OF THE EVENT AND ON SITE VIA BANNERS, STAGE ANOOUNCEMENTS, ETC.

APPLICANT'S CONTACT INFORMATION:

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

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Delray Beach , FL

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Matthew Lorraine

APPLICANT FULL NAME (PRINT)



APPLICANT SIGNATURE

Exclusive Sports Marketing

CEO

COMPANY, TITLE

10/10/17

DATE SIGNED