

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

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

Chris Stacey, Founder Rock The Ocean Productions & Tortuga Music Festival

TMF2013, LLC

2. Name of Event/Project/Proposal:

Tortuga Music Festival

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

Same location as previous Tortuga Music Festivals: Fort Lauderdale Beach Park, 1100 Seabreeze BLVD, Fort Lauderdale, FL 33316

4. List all the dates associated with this event:

a. Set-up date(s): March 21, 2018 - April 5th, 2018

b. Event date(s): April 6, 7 & 8, 2018

c. Break-down date(s): April 9, 2018 - April 13th, 2018

5. Hours of Operation: 1pm - 10pm Friday April 6th. 11am - 10pm Saturday & Sunday April 7th & 8th.

6. Projected attendance: Over 100,000 total, 30,000+ Daily

7. Cost to attendees: \$299 GA, \$999 VIP, \$1499 SVIP

8. Total Cost of Event: \$11,500,000.00.

9. Amount Requested from BID: \$350,000 yr 1, \$200,000 yr 2, \$150,000 yr 3

10. Indicate what the amount will be used for:

City Services: Police, Fire, Increased Security & Parking. Additionally, general marketing and promotion for the event.

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

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Ticketing Revenue, Concessions, Merchandise, Sponsorships (may additionally request approximately \$150,000 from Fort Lauderdale CVB)

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

We propose to continue the operation of a world class, top-tier music festival, in the tradition of previous years operation - last year the festival won the ACM Festival of the year award.

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.

This year was a unique situation for the Tortuga Music Festival. A management change was required to save the festival from financial and operational problems that would have certainly jeopardized the continuation of the festival. New management inherited and subsequently covered over \$1,200,000 in unpaid liabilities and nearly \$400,000 in delinquent Florida State taxes. A financial contribution from the BID board would go along way to help ensure the future success of the Tortuga Music Festival.

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.

2017 study not yet complete but projected to be on par or beyond 2015, which as over \$50,000,000.00

Since inception the economic Impact of the Tortuga Music Festival is over \$150 million dollars.

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

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We have historically completed economic impact studies following the festival, we'd be happy to complete and provide a full economic impact study following the 2018 event.

- 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.**

As mentioned the 2017 Festival was the Academy of Country Music (ACM) National Festival of the Year. Since 2013 the festival has ran without major incident and has only brought exceptional notoriety and credibility to the City of Fort Lauderdale and Fort Lauderdale Beach as a world-class destination. When we simply announced the dates for the 2018 Festival we reached over 200,000 fans from around the world within hours (across Facebook, Instagram and Twitter). One on site hotel sold out that day and others near the site were approaching capacity in 24 hours of the announcement.

Additionally, a survey of the 2017 attendees revealed the following: 61% of the attendees traveled over 100 miles. 74% of attendees are not from the greater Fort Lauderdale area. 96% of attendees specifically traveled to Fort Lauderdale to attend the Tortuga Music Festival. 80% of the attendees spent 3 or more nights in Fort Lauderdale.

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

Fortunately Tortuga has already become a nationally and globally recognized event. We draw attendees from every state and multiple countries around the world.

Tortuga will again have a significant marketing campaign across traditional advertising at radio, TV & print. Additionally, we will run a national digital marketing campaign promoting the event, and will work with high profile promotional partners (CMT, Sirius XM, iHeart Radio, CBS, and others) to create millions of dollars worth of promotional impressions, featuring Fort Lauderdale Beach.

BID SPONSORSHIP FULLFILLMENT:

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

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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 1212 8TH AVENUE SOUTH, SUITE 102

NASHVILLE TN

ZIP CODE: 37203

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CHRIS STACEY

APPLICANT FULL NAME (PRINT)

DocuSigned by:



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APPLICANT

Festival

Rock The Ocean Productions & Tortuga Music

FOUNDER

COMPANY, TITLE

10/11/2017

DATE SIGNED