

# **BEACH BUSINESS IMPROVEMENT DISTRICT (BID)**

## **GRANT APPLICATION**

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

Pride Fort Lauderdale

Greater Fort Lauderdale, Inc.

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

Pride Fort Lauderdale

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

Fort Lauderdale Beach Park (South Lot & Beach)

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

a. **Set-up date(s):** Saturday February 10, 2018

b. **Event date(s):** Sunday February 11, 2018

c. **Break-down date(s):** Sunday February 11 & Monday February 12, 2018

**5. Hours of Operation:** 12pm - 9pm

**6. Projected attendance:** 60,000

**7. Cost to attendees:** 0

**8. Total Cost of Event:** \$694,500 including in-kind donations.

**9. Amount Requested from BID:** \$30,000

**10. Indicate what the amount will be used for:**

Enhance entertainment, stage and sound

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

Sponsorships from local and national corporations, significant support from the Greater Fort Lauderdale CVB, vendor booth sales, liquor and drink sales, other concessions. In 2018, we will solicit small donations from participants at the festival entrance, but Pride Fort Lauderdale remains committed to keeping our event free and accessible to the public.

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

Internationally-acclaimed DJs and live music acts, drag performances, MC, vendors, food vendors, alcohol sales by our organization. The festival will also include a community stage featuring local acts, family area, senior area, and sober area along with a VIP reception on Friday night at the host hotel and sanctioned events on Saturday at Fort Lauderdale Beach resorts and guesthouses. Last year's 40th anniversary celebration, the first on Fort Lauderdale Beach, attracted approximately 40,000 people from the South Florida region and throughout the country, with NO reported police incidents. In 2018, we anticipate the festival to grow to more than 60,000 attendees at the Sunday festival and associated Pride Weekend events, which are expected to attract more weekend stays from outside the region.

### **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.**

Attached. In 2017, we requested a minimal "seed" investment because of the new location on the beach and conservative expectations of participation. With the expanded entertainment offerings in 2018 and plans to add a parade along Route A1A in 2019, we are requesting an increased sponsorship level to continue growing Pride Fort Lauderdale. We estimate that adding a parade may result in participation of up to 100,000 people in 2019, similar in scale to the Miami Beach and St. Petersburg Parades. If Pride Fort Lauderdale hosts Pride of the Americas in 2020, participation could grow to 500,000 people for a week-long celebration.

### **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.**

Expanding upon the success of events like Miami Beach Gay Pride (160,000 visitors) and St. Pete Pride (300,000 attendees annually), Pride Fort Lauderdale believes our move to the beach last year will continue to generate substantial increases in attendance and LGBTQ travelers to our market. Pride Fort Lauderdale is the first pride festival of the new year in the country and provides an exceptional destination for the visitors from the north suffering from cabin fever. Our pride tour, coupled with an outstanding line up of talent, will help to kick-start early visitors just before spring break.

See attached ROI

### **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 will use data obtained by hotel booking rate codes for our event, the CVB's LGBTQ hotel booking website, attendee email surveys, hotel surveys, attendance numbers and liquor sales at the event to measure the success of the event and marketing plan for the event. We will also conduct on-site mini surveys of guests at drink ticket stations to find out the age, sex, city and if they are staying in a local hotel. We will report these within 14 days of completion of the event to the BID Committee.

- 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.**

Pride Fort Lauderdale has begun a marketing campaign visiting cities all over North America promoting our move to the world-class beaches of Fort Lauderdale. In each of the 40 cities we will have visited, we set up a photo booth in front of a beautiful backdrop of Fort Lauderdale beach where entrants take a photo holding a 3D hash tag that displays the Hello Sunny brand and a superimposed "See You in Fort Lauderdale 2018" slogan for a chance to win a trip to Fort Lauderdale for our Pride. These photos are instantly shared to social media where they are then shared with the friends of each person that enters. This creates a potential reach well over a million impressions. Unlike other ads, these are personalized and offer more opportunity for engagement and create a unique branding opportunity for not only our event but for Fort Lauderdale beach as well.

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

In 2018, we have already expanded regional, national and international print, radio, television and social media promotions. Our social media reach over the past 12 months alone has exceeded over 3 million impressions. We will continue to expand the identity and the brand of Fort Lauderdale Beach to potential LGBTQ visitors all over North America and around the world. The LGBTQ community has, on average, more disposable income than non-LQBTQ visitors and is more inclined to travel making this market highly desirable. Fort Lauderdale's warm winter temperatures and access to affordable travel options at FLL make Pride Fort Lauderdale an attractive destination. The enthusiastic turnout at the 2017 event and strong word-of-mouth and social media mentions already indicate the potential for a much larger event in 2018 (and more overnight guests) .

## **BID SPONSORSHIP FULLFILLMENT:**

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

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### **APPLICANT'S CONTACT INFORMATION:**

**PHYSICAL ADDRESS: 3401 North 29 Ave Suite #101**

**Hollywood, FL**

**ZIP CODE: 33020**

**OFFICE PHONE: 754-222-2234**

**CELL PHONE: 786-229-6055**

**EMAIL ADDRESS: miik@pridefortlauderdale.org**

**Miik Martorell**

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**APPLICANT FULL NAME (PRINT)**



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**APPLICANT SIGNATURE**

**Greater Fort Lauderdale Pride, Inc  
President**

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**COMPANY, TITLE**

**10/28/17**

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**DATE SIGNED**