

# BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

## EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

The Beach Community Redevelopment Agency Grant Application is used to determine whether a proposal meets the goals and objectives of the Beach CRA. The funding approval is a multi-step process. An application must first be reviewed and approved by the Beach Redevelopment Board (BRB), then by CRA Commission Board. A completed application must be submitted 90 days prior to the event date. Furthermore, applicant understands and agree to the following:

### APPLICANT CHECKLIST

- ☐ **Answer all questions thoroughly – *If additional space is needed, add narrative in separate pages and reference the item number being answered.***
- ☐ **Submit completed application to CRA Staff 2 weeks prior to the next available regular BRB meeting.**
  - *Provide additional information as requested by staff in a timely manner.*
  - *Notify the Beach CRA Staff if any changes that affects content of application.*
- ☐ **Prepare a 6-10 minute presentation to the BRB Board**
  - *If providing Handout – bring 10 copies to the meeting*
  - *If providing Powerpoint – No more than 7 slides*
  - *Send e- copy of PPT to Lizeth DeTorres*
  - *Bring electronic copy of all backup materials to the meeting on a USB flash drive.*
- ☐ **If approved, applicant must attend scheduled CRA Board of Commissioners Meeting for your item.**

### FUNDING PROCESS

1. Payments from the Beach CRA are made as per the guidelines set forth by the City of Fort Lauderdale.
2. All invoices must include paid expenses to date and will be paid within 30-45 days of invoice date.
3. Upon approval by the BRB, a request will be sent to the CRA Board of Commissioners for final approval. Once approved, the City's procurement department will provide Applicant with a purchase order number for invoice submissions.
4. If approved and applicant is a new vendor with the City, applicant will need to complete and submit to procurment department a new vendor application form and a completed W9. Both forms are available upon request from Beach CRA staff, it is the applicants responsibility to inform staff if they are a new vendor and need procurement forms.
5. If approved, applicant will provide the BRB with a post event financial overview within 60 days of the event. Staff will follow up and inform you with the date, time and meeting location to provide the board an update.

### BEACH CRA STAFF CONTACT INFORMATION

Lizeth DeTorres    CRA Administrative Aide    [LDeTorres@fortlauderdale.gov](mailto:LDeTorres@fortlauderdale.gov) (954) 828-4526

Cija Omengebar    CRA Project Coordinator    [COmengebar@fortlauderdale.gov](mailto:COmengebar@fortlauderdale.gov) (954) 828-4776

**1 -Name of Event/Project or Proposal:**

Fort Lauderdale Air Show

**2 -Name of Applicant, and corporate/legal name of company:**

Bryan Lilley, Lauderdale Air Show, LLC

**3 -Location of Event (must be located within the CRA boundaries) – Please provide location map:**

The Air Show Aerial Football Field runs the length of the beach, including the entire Beach CRA District. The ticketed Air Show structure is located just north of the Sunrise Blvd/A1A Intersection, however the funds requested are only being used to cover city support costs attributed to the CRA. (See attached map, p. 1)

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

- a. **Set-up date(s):** May 2, 3 & 4, 2018
- b. **Event date(s):** May 5-6, 2018
- c. **Break-down date(s):** May 7, 2018

**5 -Hours of operation:**

9am – 4pm

**6 -Proposed Activities Planned:**

Aerial exhibition of military and civilian aircraft and parachute teams from 12:00 noon to 3:00 pm on Saturday and Sunday of event weekend. Show Site on A1A with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets.

**7 -Projected attendance:**

1 million

**8 -Cost to attendees:**

No cost

**9 -Total Cost of Event:**

In excess of \$1.1 million, privately funded other than BID and BRAB requests which are solely for city support costs outside of the Air Show Center area. The funds requested go directly to the city and not to the show.

**10 -Revenue Sources (other than amount requested from CRA):**

Sponsorship revenues, partner funding, hospitality chalets, premium viewing ticket sales, and concessions  
BID Funding - \$100,000 for City Support Services

**11 -Amount Requested from CRA:**

\$50,000

**12 -Indicate what the requested amount will be used for:**

Restricted to only cover city support costs for those expenses directly supporting the CRA area, which is an entirely free show area generating significant public benefit and economic impact to local CRA businesses.

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

The event will have a multi-faceted marketing campaign with promotion through organic assets, cross-property assets, performer organic assets (i.e. Blue Angels, Thunderbirds), print, and electronic media partners, sponsor partner promotions (i.e Ford, CVB) and an extensive public relations campaign:

Organic assets:

FortLauderdaleAirShow.com - 300,000+ sessions

Where-to-Stay page visits - 15,607 (2017)

Lauderdale Air Show Facebook page – currently with 24,021 fans

500 event posters and 5,000 event rack cards

E-Mail newsletters to opted-in list of 11,837 subscribers and ticketholders

Cross-property assets:

Melbourne Air Show, FL – Facebook page 34,518 fans, e-mail list of 18,741 subscribers

OC Air Show, MD – Facebook page 20,897 fans, e-mail list of 9,266 subscribers

New York Air Show, NY – Facebook page 12,802 fans, e-mail list of 19,373 subscribers

Atlanta Air Show, GA – Facebook page 5,944 fans, e-mail list of 2,536 subscribers

**14 -CRA 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.**

The Fort Lauderdale Air Show is an event that is growing in strength and reputation as one of the premier Air Shows in the country. At this point, the Fort Lauderdale Air Show is already self-sustaining in terms of direct expenses attributed to the Show Center area. The funds requested from the BID and BRAB are not to pay any operating expenses for the show and are not paid to the show. Rather, these funds are paid to the City of Fort Lauderdale and are used to cover the costs of the city services necessary to support the large crowds of citizens viewing the show free of charge on the beach. If the BID and the BRAB funds were not provided and the city continued to look to the show to cover these costs, then the Air Show would have to seek alternate sources of funding such as shared parking revenues, increased concessions or requests to CRA businesses to share in the costs of the city services. Currently, the businesses in the CRA do not have to compete against Air Show

concessions, etc. and gain the full economic benefit the crowds the Air Show brings to the beach. The Air Show requests funding for city services from the BID and the BRAB in order to preserve this economic benefit to the local businesses and to encourage more free viewing areas for families, locals and tourists alike.

**15 -Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:**

**Goals**

- a. **Eliminate the conditions of blight that are currently found in the area.**
- b. **Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.**
- c. **Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.**
- d. **Maintain public access to the beach and Intracoastal Waterway.**

**Goals Narrative:**

Events of major public impact like the Air Show are critical to accomplishing the Goals of the Fort Lauderdale Beach Redevelopment Plan. The Air Show is a family-centered event which enables families to enjoy a day at the beach watching an extraordinary show of our elite military units as well as dazzling private acts. For those who do not frequent the beach, the Air Show is a great opportunity for them to reacquaint themselves with all the beach has to offer and it becomes a bridge to future visits for the hundreds of thousands of spectators who attend the show. Furthermore, the Air Show encourages additional tourists to visit the area and creates an economic engine which provides a capital infusion every year to the Central Beach and helps to directly stimulate the redevelopment of the core area and overall revitalization because it provides the businesses in the area significantly higher revenues and generates confidence for continued and expanded investment in this area. The Air Show creates a demand for public access to the beach, so all of the public can view and enjoy use of this public resource. The Air Show generates in excess of \$5 million in direct economic contribution to the Central Beach of Fort Lauderdale. (See Attachment, p. 3)

**Objectives**

- a. **Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.**
- b. **Make Fort Lauderdale Beach an integral part of the beach for use by local residents.**
- c. **Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.**
- d. **Create and enhance a positive visual and physical image of the Central**

- Beach.**
- e. **Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.**

### **Objectives Narrative**

The Fort Lauderdale Air Show enhances the resort image of Fort Lauderdale Beach as a place for tourist and conference groups by providing an annual marquis event that draws attendees from around the nation and around the world. A waterfront air show is one of, if not **the** highest profile event a waterfront community can host due to its high visibility. In 2017, the Fort Lauderdale Air Show drew visitors from 19 different countries. The military participation in the Air Show creates a patriotic, inspiring and positive appeal that attracts a high-quality visitor demographic, the core of which is families. Furthermore, the Air Show distinguishes Fort Lauderdale Beach from the other beaches in South Florida by associating a high impact event with Fort Lauderdale and giving residents throughout South Florida an incredible reason to choose Fort Lauderdale beach. The city of Fort Lauderdale has worked hard to provide an active pedestrian environment throughout the Central Beach Area and nothing showcases these efforts to more people than the Fort Lauderdale Air Show. The public has an incredible opportunity to bike and walk the beach and take advantage of the infrastructure the city has created. This exposure in turn reinforces the ease of navigating the Central Beach environment and encourages future return visits.