



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Sur Name):

Michael Martorell

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Greater Fort Lauderdale Pride, Inc.

b. Is the company doing business under another name, if yes, list name(s):

Pride Fort Lauderdale

c. Mark (X) near applicable business structure:

☐ -Sole Proprietorship

☐ -Partnership

☒ -Corporation

☐ -S Corporation

☐ -Limited Liability Company (LLC)

3. Name and position/title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of stated business above:

Miik Martorell ; President

4. Name of Event/Project/Proposal:

Pride Fort Lauderdale 2019

5. Location of Event – Provide description and location map or site plan:

Fort Lauderdale Beach Park (North and South Lots, Beach)

6. List all the dates associated with this event:

a. **Set-up date(s):** Thursday, Feb. 21 and Friday, Feb. 22

b. **Event date(s):** Friday, Feb. 22 - Sunday, Feb. 24

c. **Break-down date(s):** Sunday, Feb. 24 - Monday, Feb. 25

7. Hours of Operation: Friday, 6 - 10 p.m.; Saturday, 5 - 10 p.m.; Sunday, 12 - 8 p.m.

8. Projected attendance: 80,000 - 100,000

9. Cost to attendees: FREE

10. Total Cost of Event: \$461,300

11. Amount Requested from BID: \$40,000

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12. Indicate what the requested amount will be used for:

Enhanced programming and entertainment: Proposed fashion event, Friday, Feb. 22; Parade and beach party, Saturday, Feb. 23; Traditional Pride festival, Sunday, Feb. 24. Also, enhanced stage and closing fireworks display. We are working with AEG, one of the nation's largest entertainment companies, this year to book A-list entertainment for the festival.

13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.

Greater Fort Lauderdale Convention and Visitors Bureau, \$50,000, committed. Local and national corporate sponsorships, vendor tent rentals, beverage sales and individual donations.

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

Friday - Proposed All-Star Fashion Runway Event on Main Stage featuring "RuPaul's Drag Race" winner Bianca Del Toro and LGBT "Project Runway" designers. (Projected Attendance: 1,500)

Saturday - Drag Brunch, in partnership with SOBE Wine and Food Festival Crave Fort Lauderdale series, at local hotel (Projected Attendance: 600); Twilight Parade from Bayshore Dr. to Fort Lauderdale Beach Park lot (Projected Attendance: 80,000); Dance party at Main Stage featuring internationally-acclaimed DJ (Projected Attendance: 10,000).

Sunday - Traditional Pride beach festival featuring vendors, food stalls, entertainment and dancing. Festivities conclude with A-list performer and fireworks display (Projected Attendance: 50,000).

15. BID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years unless otherwise approved by the BID. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

As outlined in the five-year business plan initially presented in 2017, Pride Fort Lauderdale has followed a strategic plan to growth. In the first year, we moved to the Beach and introduced a one-day festival, attracting approximately 40,000 people. In Year 2 (2018), we focused on replicating that success and modestly growing our festival with three stages to 50,000 people. In Year 3 (2019), we will again add events to the festival, as well as a parade along Route A1A, expected to attract 80,000 - 100,000. In Year 4 (April 2020), Pride Fort Lauderdale will host the first Pride of the Americas, a 10-day event that is expected to draw more than 350,000 people from across the hemisphere. By Year 5 (2021) when we return to the Pride Fort Lauderdale format, we anticipate sustained attendance of 100,000+ per year.

16. 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.

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With a four-day schedule of events, including a parade, and significant marketing support from the Greater Fort Lauderdale CVB, Pride Fort Lauderdale is expected to provide a strong economic return. In addition to 80,000 people who will patronize local businesses during the hours leading up to and after the first Pride parade, significantly more visitors are expected to travel to Fort Lauderdale for the weekend, booking accommodations and patronizing restaurants, bars and businesses. Projected ROI is outlined in attached document.

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

Pride Fort Lauderdale has retained the services of Delmay and Partners to serve as our official hotel agent, assisting with accommodations marketing and booking and allowing us, for the first time, to most accurately track room stays on the Beach and in Broward County. We will also follow standard formulas supplied by the CVB to estimate economic impact, based on participation measured by ticket and beverage sales, guest surveys and crowd estimates. Pride Fort Lauderdale is committed to measuring ROI as accurately and completely as possible and will present a comprehensive report to the BID following the event.

- 18. 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 is one of only two or three Pride celebrations in the country that are celebrated on a beach and during winter, making it unique. With the addition of the parade and growing the current festival format, we can leverage Greater Fort Lauderdale's current familiarity and popularity with LGBT travelers and drive more extended visits during the Pride weekend.

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

Pride Fort Lauderdale will be marketed with a comprehensive PR and advertising campaign:

The Greater Fort Lauderdale CVB will provide international PR and marketing through its offices in New York, London and Rio de Janeiro.

Media partners, including iHeart Media, NBC 6, Hot Spots/Mark's List, South Florida Gay News and OutClique media, have committed \$210,000 in in-kind print, radio and television coverage. iHeart and NBC6 will also be marketing Pride packages to their advertisers to extend media reach.

In addition to \$72,000 in Google Adwords grants, our social media channels will be focused on both local audiences and paid outreach budget targeted to guests in key markets for Greater Fort Lauderdale, including New York, Boston, Baltimore, Atlanta, Philadelphia, Charlotte and Pittsburgh. Our Facebook page got more than 1 million views last year and we're putting an emphasis on quality, entertaining content to continue engagement with followers.

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- 20. BID SPONSORSHIP TERMS:** Describe how the BID sponsorship will be included in advertising and marketing plans for event; provide proof where applicable, and mark [X] if agree with terms (a-c).

The BID logo will be incorporated at the Silver level into all marketing materials where sponsor logos are displayed, including print ads, flyers, newsletters, digital promotions and website, as outlined in the terms below.

☒ **A. THE BID LOGO**

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER OTHER SPONSORS AT SIMILAR SPONSORSHIP LEVELS INCLUDING RADIO, TV, PRINT, ONLINE AND ON SITE VIA BANNERS, STAGE ANNOUNCEMENTS, ETC.



☒ **B. BID MANAGER WILL REVIEW AND APPROVE**

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

☒ **C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS**

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

- 21. Applicant shall mark [X] should if understands and agree with the following statements:**

☒ - I will request BID Logo in appropriate format for marketing purposes.

☒ - I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

☒ - I have completed a new vendor application form to the City of Fort Lauderdale.

☒ - I have completed a W-9 form with the City of Fort Lauderdale.

☒ - If BID Committee recommends approval of funding, I will attend the schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.



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☒ - If City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale

City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

☒ - I understand sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at end of the event or project, along with supporting documents for expenses detailed in question 12.

☒ - If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

☒ - I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (*including profit and loss statement*) prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to :

City of Fort Lauderdale Community Redevelopment Agency | BID

Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: P.O. BOX 23686

FORT LAUDERDALE, FL

ZIP CODE: 33307

OFFICE PHONE: 754-222-2342

CELL PHONE: 786-229-6055

EMAIL ADDRESS: MIIK@PRIDEFORTLAUDERDALE.ORG

**PRIOR TO SIGNING, MARK [X] TO
COFIRM COMPLETION OF FOLLOWING:**

- ☒ LEGAL NAME AND PLACE OF
BUSINESS ADDRESS MATCH
SUNBIZ.ORG
- ☒ ATTACHED LOCATION OR SITE MAP
- ☒ ATTACHED PROOF(S) OF BID LOGO
USE IN ADVERTISING/ MARKETING
EFFORTS
- ☐ AS APPLICANT I AM THE AUTHORIZED
REPRESENTATIVE TO SIGN BID
APPLICATION AND CITY AGREEMENT.
(OR)
- ☒ NOT AUTHORIZED TO SIGN
AGREEMENT;

**WRITE NAME & POSITION OF
AUTHORIZED INDIVIDUAL TO SIGN
THE GRANT PARTICIPATION
AGREEMENT WITH THE CITY.**

Name should be the same as →
question #3

MIIK MARTORELL

APPLICANT FULL NAME (PRINT)



APPLICANT SIGNATURE

Greater Fort Lauderdale Pride, Inc.

PRESIDENT

COMPANY NAME & APPLICANT TITLE

8/6/18

DATE SIGNED

NAME: MIIK MARTORELL

TITLE: PRESIDENT

***ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND
MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDDING AGREEMENT,
APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT
PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT
LAUDERDALE.**

Return on Investment (ROI) Estimates 2019

Attendance Breakdown

Attendees by Area	Total
Broward Attendees	55,000
Regional Non-Hotel Attendees*	22,500
Hotel Guests	2,500
Estimated Attendance 80,000	

*Regional Non-Hotel attendees are visitors from outside Broward county that will not require a hotel stay

Hotel Room Revenue

Total Hotel Guests	# of Guests Per Room	Total Rooms	Attendee # of Nights	Total Room Nights	Average Daily Room Rate**	Total Room Revenue
2,500	2	1250	2.5	3125	\$ 196.90	\$ 615,312.50

**Based on figures from the CVB website for the February 2016 average room rate of \$186.65 with an anticipate percentage increase of 5.49% derived from the average percentage increase for the month of February for each year from 2012 - 2016.

Average Spending Matrix

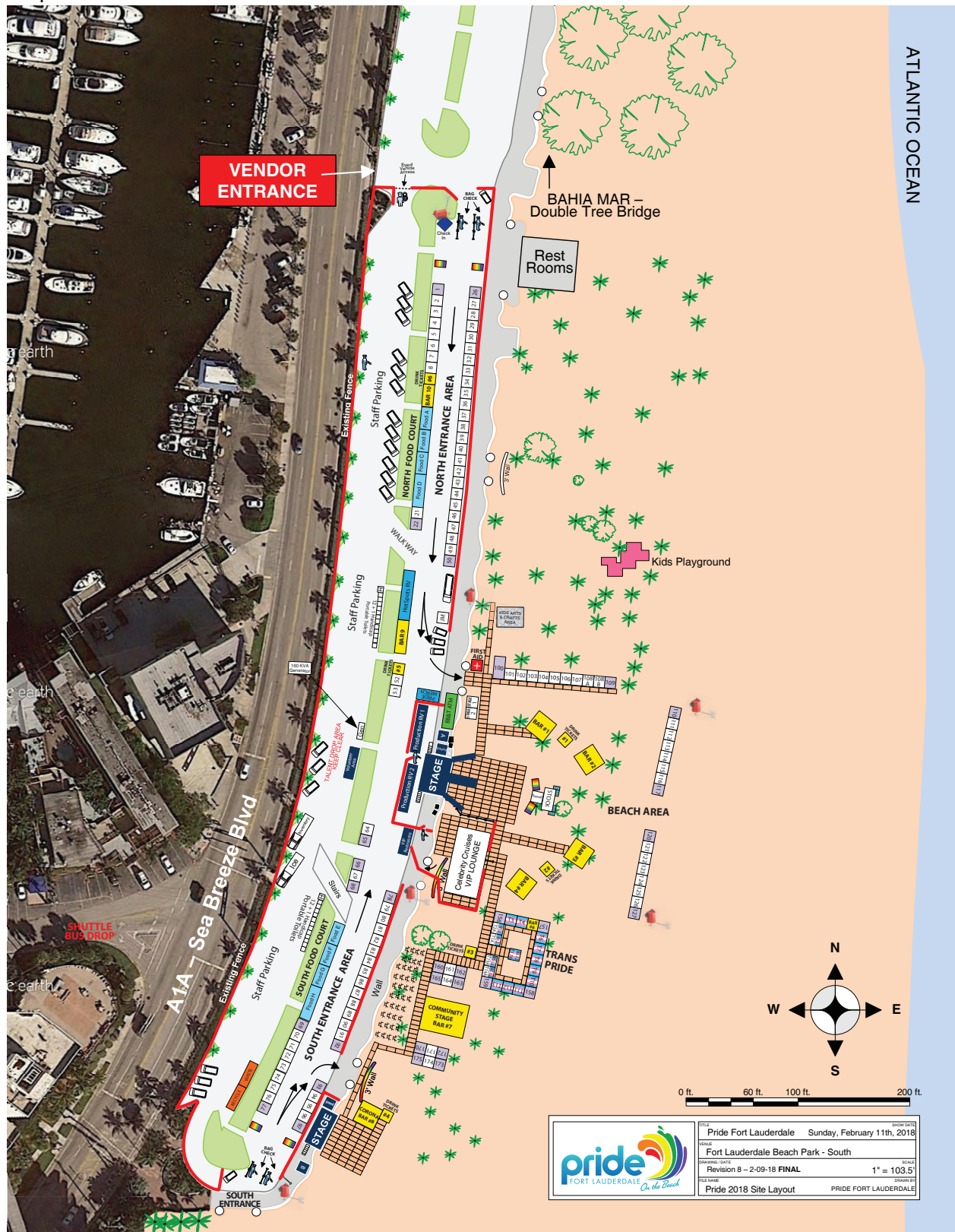
Hotel Guest Spending	2.5 Days	Non-Hotel Attendees Spending
Including Hotel Room	\$625.00	Broward \$113.67
Excluding Hotel Room	\$378.88	Regional \$113.67

Spending based on figures from the CVB on LGBTQ visitor spending. Non-Hotel attendees are visitors that do not require a hotel stay. Spending is estimated at 30% of Hotel Guests spending excluding hotel room cost.

Total Spending

Attendees by Area	Total Attendees	Spending Per Person	Total Spending
Broward Attendees	55,000	\$113.67	\$ 6,251,850.00
Regional Non-Hotel Attendees	22,500	\$113.67	\$ 2,557,750.00
Hotel Guests	2,500	\$625.00	\$ 1,562,500.00
Estimated Total Economic Impact			\$ 10,382,100

Proposed Site Plan



Examples of Previous Advertising

Bahia Mar Walkway Banner



Print Advertisement

Social Media



Pride Fort Lauderdale Business Plan



**A Celebration of Diversity and
Accomplishment**

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Synopsis

Overview

Pride Fort Lauderdale is a celebration and tribute to the LGBT community and its unique culture. Pride is an opportunity to stand against oppression and celebrate the strength and resolve of the LGBT community.

Pride festivals started organizing around the country in the aftermath of the Stonewall Riots in New York City in 1969. The city of Fort Lauderdale, home to one of America's largest growing LGBTQ populations, did not have a Pride festival. Without a local Pride festival, the South Florida community was forced to travel to other cities to celebrate LGBTQ Pride. In 1977, the community came together to form Pride South Florida, which is now known as Greater Fort Lauderdale Pride, to organize an annual Pride weekend for the community.

Industry

South Florida is home to an LGBTQ population of up to 5 percent, one of the highest in the nation. Fort Lauderdale has the nation's highest rate of same-sex couples making up 2.8 percent of total households. Fort Lauderdale has long been a popular LGBTQ destination with 19 gay resorts and over 1.5 million LGBTQ visitors who spend \$1.7 billion annually.

The combined buying power of the U.S. lesbian, gay, bisexual and transgender adult population for 2015 is estimated at \$917 billion. LGBTQ buying power per capita is \$56K.

Fort Lauderdale CVB Benefits

Partnering with the Fort Lauderdale Pride beach event will attract tourists and visitors. These visitors will stay at area hotels; visit restaurants, bars and local attractions such as museums, shopping centers, and small businesses in the community. We estimate the economic impact of Pride will be \$9.14 million with nearly 3125 room nights and over \$615,000 in hotel room revenue in 2018.

Funding Requirement

In order to successfully launch Fort Lauderdale Pride on the beach event with a solid market entry and to meet full potential, we will seek funding in the amount of over \$500,000 from potential sponsors, grants, and vendors through cash and in-kind contributions in 2018.

Why Fort Lauderdale?

- Almost **5 percent** of South Florida residents identify as LGBT
- Fort Lauderdale has the **21st highest LGBTQ community** in the nation.
- Fort Lauderdale **same-sex couples make up 2.8 percent of total households** and
- Fort Lauderdale beach has long been a destination for the vacationing LGBT community and is home to **19 gay resorts**.

“Without a local Pride festival, the South Florida community was forced to travel to other cities to celebrate LGBTQ Pride.”

LGBT Answer

In 1977, the community came together to form Pride South Florida, now known as Greater Fort Lauderdale Pride, to organize an annual Pride weekend for the community in:

- a safe,
- family-friendly, and
- fun beach environment.

Target Market

Our organization focuses on two main groups of customers. The first, and primary, target is anyone in the LGBTQ community who wants to celebrate their heritage in a safe environment with their brothers and sisters. The second are, any open minded individuals who want to celebrate the heritage of Pride with the gay community.

Competitive Landscape

In the geographic area we occupy, South Florida, there are three other events that celebrate Pride:

- Miami Beach Gay Pride (held in April)
- Pridefest of Lake Worth and the Palm Beaches (held in March)
- Wilton Manors Stonewall Street Festival (held in June)

Points of Differentiation

Our event, held in February, will be the first LGBTQ Pride event in the nation for the year and has the opportunity to set the tone for the later events of its kind during the year. Although ours is one of the longest running pride events in the world, our move to February and change of venue to the beach will make it newer in comparison to the aforementioned ones. Our Pride event will include:

- More inclusive programming to appeal to a broader section of our community,
- Special areas for families, seniors, people in recovery, and sports enthusiasts
- Better event layout

More details will be discussed later in this plan.

Our Advantages

Our advantages are threefold:

- We have a forty-year history of serving our community,
- Fort Lauderdale has one of the largest growing LGBTQ populations in the country and
- Fort Lauderdale is known for its iconic beaches.

Why Fund Us?

The combined buying power of the U.S. lesbian, gay, bisexual and transgender (LGBT) adult population for 2015 is estimated at **\$917 billion**. In 2015, the Public Religion Research Institute (PRRI) released its findings on the sexual attitudes of millennials, revealing that 7% of millennials identify as either lesbian, gay, bisexual or transgender – based on a survey of more than 2,000 U.S. adults between the ages of 18 and 35.

For 2017, we conservatively anticipate that 10,000+ will be in attendance. The below are statistics representing the potential of Pride Fort Lauderdale festival attendees.

Broward County 2015 Estimated Population <i>Census 2015 Estimate</i>	\$1,896,425
LGBTQ Buying Power Per Capita <i>Prudential Financial Services</i>	\$56,936
Broward County 2016 LGBTQ GDP <i>Bloomberg and population estimates</i>	\$8.1 Billion
LGBTQ National Buying Power 2016 Estimate <i>Bloomberg</i>	\$917 Billion
LGBTQ Tourists Visiting Broward Annually <i>Greater Fort Lauderdale Convention & Visitors Bureau</i>	\$1.5 Million
Annual Economic Impact <i>Greater Fort Lauderdale Convention & Visitors Bureau</i>	\$1.7 Billion

This population has the ability to contribute to the local Fort Lauderdale economy by attracting visitors and tourists as a destination event. This will directly impact the economy in the following areas:

- Increasing hotel occupancies
- Increasing traffic at local restaurants and bars
- Drawing visitors to local attractions in the Fort Lauderdale market.

The added traffic from other cities within the state in addition to out-of-state and out-of-country spenders will also contribute to the economy during this weekend festival.

Execution

Marketing Plan

Print Advertisement - We primarily partner (as sponsors) with the gay and gay friendly magazines/newspapers in the South Florida area. Past partners like HotSpots Magazine and SFGN have a significant reach to the LGBTQ community in our market. This year we are planning to outreach to some of the mainstream newspapers in hopes of expanding our reach.

Social Media - We actively utilize Facebook, Instagram and Twitter year round to interact with the community and build our brand. This year we are planning to be expand our interactions by posting videos to YouTube.

Web - Through a successful partnership with Marks List, a web media sponsor of our event, along with our print partners complimenting sites, Pride has and will continue to have a strong web presence. With the launch of our new expanded website, we plan on seeing a significant boost in web traffic and interactions.

Sales Plan

Vendors – We have a loyal group of vendors that have been with us for many years. We will reach out to these vendors to purchase booth spaces. In addition, we will be employing a new company to handle vendor relations. This company will do three things; First it will allow us to provide customer service and support 7 days a week before and on the day of Pride, secondly it will fully automate our website where vendors can select and purchase their space online and finally they will help to expand of our customer base by contacting new customers utilizing the their portfolio of prospective vendors.

Sponsors - Over the years we have developed an active list of sponsors who contribute tens of thousands of dollars annually. We will not only continue to reach out to these organizations, but we have also compiled a list of gay-friendly businesses that we will be contacting to secure new sponsorships.

Operations & Location

Greater Fort Lauderdale Pride has a four decades long history of serving our community with an annual Pride festival in a park. As our LGBTQ community has experienced explosive growth and established its place as part of the Fort Lauderdale culture, our city has become a significant travel destination for LGBTQ travelers world-wide. This has led us to reinvent ourselves including a move to the iconic beaches of Fort Lauderdale where we expect to see increased attendance from locals and travelers alike. This move will make us one of only a few destination Pride events.

Technology

Our organization is making great strides forward in the use of technology to help us not only market our event but also streamline operations. Our updated website will include three major advancements: First an advanced vendor portal allowing potential vendors to view the festival map, select and pay for a space, secondly a volunteer section that will provide information to potential and current volunteers and allow them to sign-up online. This will ensure that we have a well informed volunteer force to provide the best service to our vendors, sponsors and attendees; finally we will have an area where attendees can find transportation and parking information with real-time parking availability reducing traffic and enhancing the overall attendee experience.

In addition to our website, we plan to offer a new mobile app that will include event information and real-time parking availability. We will also be offering our vendors the opportunity to take part in our vendor orientation meeting online where we will answer all their questions and provide them with their documents electronically. Lastly, we are planning on accepting credit cards at our bars this year which should help us grow sales and minimize cash handling.

Key Metrics

Our organization's success is based on the attendance of our annual festival and the revenue generated from sponsors, vendor fees and beverage sales. We face the delicate balance of keeping our costs low while not sacrificing the quality of the product we offer. Since our attendance can be heavily influenced by the entertainment we offer, we must focus a significant part of our budget to booking the right people. We are using

This year, before booking our entertainment, we will be using:

- Data collected on our Pride Tour around the country to see what acts attract the most attention and can give us the most bang for our buck.
- social meeting to help gauge interest in potential acts by reviewing social media trending data,
- Polling data and reactions to strategically placed stories on our Facebook page together with what has worked at other Pride festivals around the country.
- Surveys and questionnaires on twitter to receive input

Performance Measurement

To adequately determine a return on investment to our sponsors, vendors, investors and direct impact to the Fort Lauderdale economy, we will collect data for the following years' events:

- Local hotel survey/feedback
- Attendee survey/feedback at event
- Attendee survey/feedback after event
- Local restaurant and bar survey/feedback
- Vendor survey/feedback

In addition, we will survey participants to determine satisfaction rates of the event for improvement and enhancement for the following years.

Company Information

Organizational Summary

Greater Fort Lauderdale Pride Inc. is a 40-year-old, 501(c)3 non-profit corporation governed by a volunteer working board consisting of leaders from the community. Board nominations are earned through hard work and dedication to the organization and are voted on annually by existing board members. Executive board members are held to an even higher standard and must demonstrate exceptional leadership skills and the ability to create long lasting relationships within the community before becoming eligible for an executive position.

Company History

In 1977, members of the LGBTQ community banded together in solidarity in the wake of, and inspired by The Stonewall Riots in New York City to form Pride South Florida. Our organization was the first to organize annual Pride festivals in Fort Lauderdale and Miami alike. In our early years we alternated Pride between both cities until finally making Fort Lauderdale our permanent home over 20 years ago. An all volunteer run organization, Pride South Florida has used profits from our events to issue grants to other community organizations that help enhance lives of the members of our community.

In 2013, following the examples of other Pride events around the world, Pride South Florida decided to officially rename itself in honor of its home city and became Pride Fort Lauderdale. In 2016, we announced that after many years of being at the War Memorial Auditorium and Holiday Park, they we be moving to iconic Fort Lauderdale Beach 2017 where we will celebrate our 40th anniversary.

Key Personnel

Our team is made up of a collection of leaders in our community from a variety of backgrounds including hospitality, marketing, food & beverage and entertainment. These individuals bring strong connections to the community and the potential and current sponsors of our organization not to mention the drive and passion necessary to make our organization successful.

President - Miik Martorell is a dynamic, passionate individual who whose love for all things Pride is infectious. Miik is owner of PlanetPrinter.com & BrandingGalaxy.com printing companies and has been worked as a disc jockey in Fort Lauderdale LGBTQ nightclubs for over 23 years. His experience with entertainment, logistics and marketing are helping to reinvent Pride in Fort Lauderdale.

Director - Rocky Bowell is a hardworking veteran of Pride with over 10 years on our board in positions from volunteer to President. Rocky's experience and love for Pride and his community make him an important part of our team.

Director - Shawn Manning has been a Pride board member for 8 years. Shawn is a booking agent for entertainers and has established connections to current and potential sponsors of Pride. His ability to bring new sponsors to the organization and maintain current sponsors have proven to be invaluable.

Director - Dawn Holloway is the owner of the beloved restaurant Pink Sub in the heart of Wilton Manors. Dawn's vast network of friends and patrons has enabled her to help Pride recruit new associate board members, directors and volunteers. Her strong ties to the community have helped bring about more community involvement in our organization.

Associate Board Members and Advisors

Our organization, like many not-for-profits, relies on the support and guidance of leaders from our community. Pride Fort Lauderdale is fortunate to have a growing group of talented individuals whose skills will help lead us to success. These associates and advisors range in experience from a police captain to community activists and business owners.

Financial Plan

Key Assumptions

There are a few significant changes that we feel will have a substantial impact on our attendance this year; moving to February, making the event free and changing the location to Fort Lauderdale Beach. Since the data we have from our previous events does not factor in these changes, we will be using our previous data with very conservative increases to determine our budget, attendance, sponsors, vendors and beverage revenue.

Attendance – We estimated our attendance in year 1 to be 11,000. Our actual attendance for 2017 was 40,000, far surpassing our original estimates. As a result, we have updated our anticipated attendance taking into consideration the success of our first year. In year 2, we saw an increase in attendance to 50,000 with a much larger increase anticipated in 2019 to 80,000, due in large part to the addition of our first Pride Parade. In 2020, (year 4) we are planning to host the first Pride of the Americas, and project 350,000+ attendees from Alaska to Argentina, as well as Europe. Coming off the success of Pride of the Americas we believe by year 5 Pride Fort Lauderdale will be at 100,000 annual attendance or more.

Sponsors - Using last year's sponsor contributions and current commitments, we estimate our sponsorship revenue to be \$180,000.

Vendors - Based on vendor sales in previous years and our new pricing, we are estimating our vendor booth sales to be \$60,000. Booth pricing is on par or lower than other Pride events in our area.

Beverage Sales - We are estimating our beverage sales to be \$95,000. We believe this to be a conservative estimate, taking into account our beverage sales for 2017 were at \$72,000.

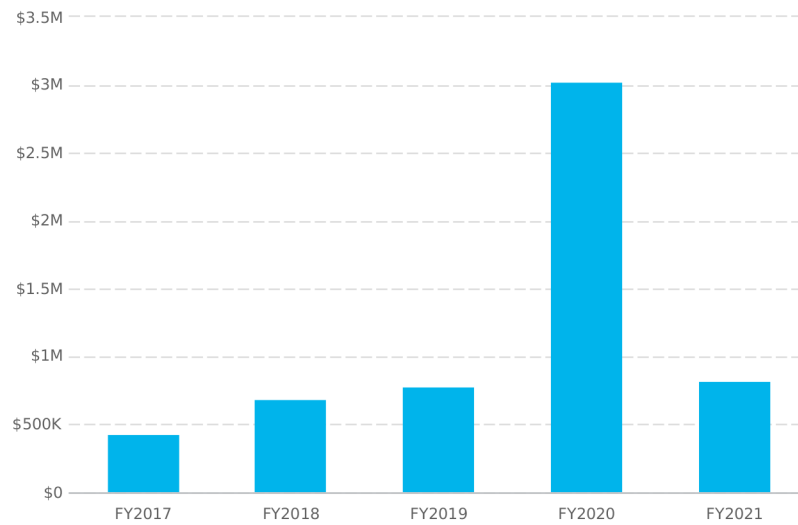
Our total revenue including in-kind donations for year 1 was \$427,551 which was over 150% our estimates of \$281,448. In year 2, total revenue including in-kind was \$694,500. By year 3 we plan to include a parade which will boost revenue and attendance by 9% to \$781,000. In 2020, year 4, we will host the first Pride of the Americas which can draw over 500,000+ attendees and generate an estimated revenue of \$3,022,000. As a result of the international attention gained from our 2020 event, in year 5 we believe revenue will be \$818,500 driven primarily by higher sponsor commitments and increased attendance that will drive beverage revenue.

Projections – Outlined below are the annual attendance and revenue projects by year which include in-kind donations. Year 1 actual numbers are included compared to the original projected numbers. All additional years have been revised based on the success of year 1. In year 4 we are planning to host the first Pride of the Americas. Our annual event would move from February to April for this one year in order to provide enough room options for the estimated 500,000 to 1 million attendees this event could draw.

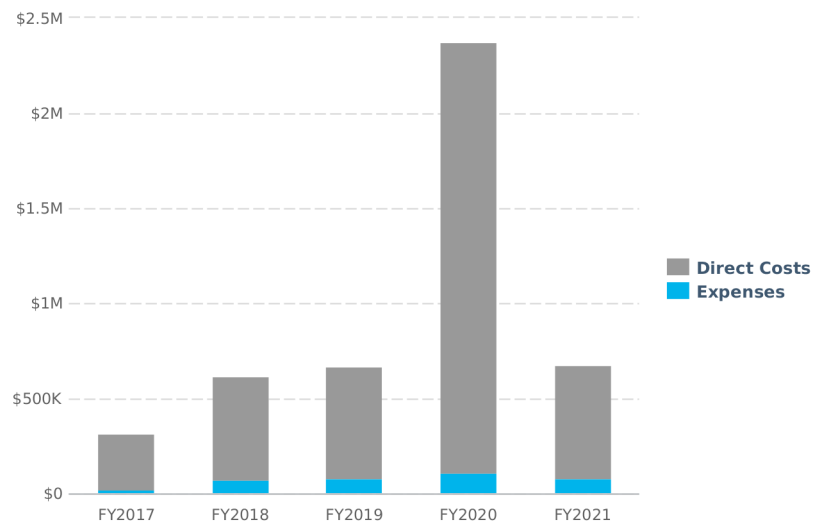
Year 1 – 2017	Attendance	11,000	Revenue	\$ 363,948	Projected
2017	Attendance	40,000	Revenue	\$ 427,551	Actual
Year 2 – 2018	Attendance	50,000	Revenue	\$ 694,500	
Year 3 – 2019	Attendance	70,000	Revenue	\$ 781,000	
	<ul style="list-style-type: none"> • <i>Includes anticipate start of an annual Pride Parade</i> 				
Year 4 – 2020	Attendance	350,000+	Revenue	\$3,022,000	
	<ul style="list-style-type: none"> • <i>Includes anticipated hosting of first Pride of the Americas</i> 				
Year 5 – 2021	Attendance	100,000	Revenue	\$ 818,500	

Forecast

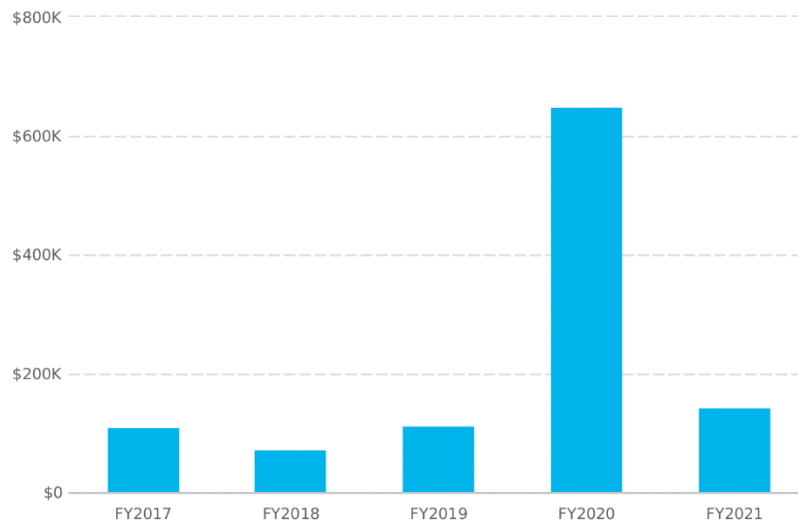
Revenue by Year



Expenses by Year



Net Profit (or Loss) by Year



Financing

Use of Funds

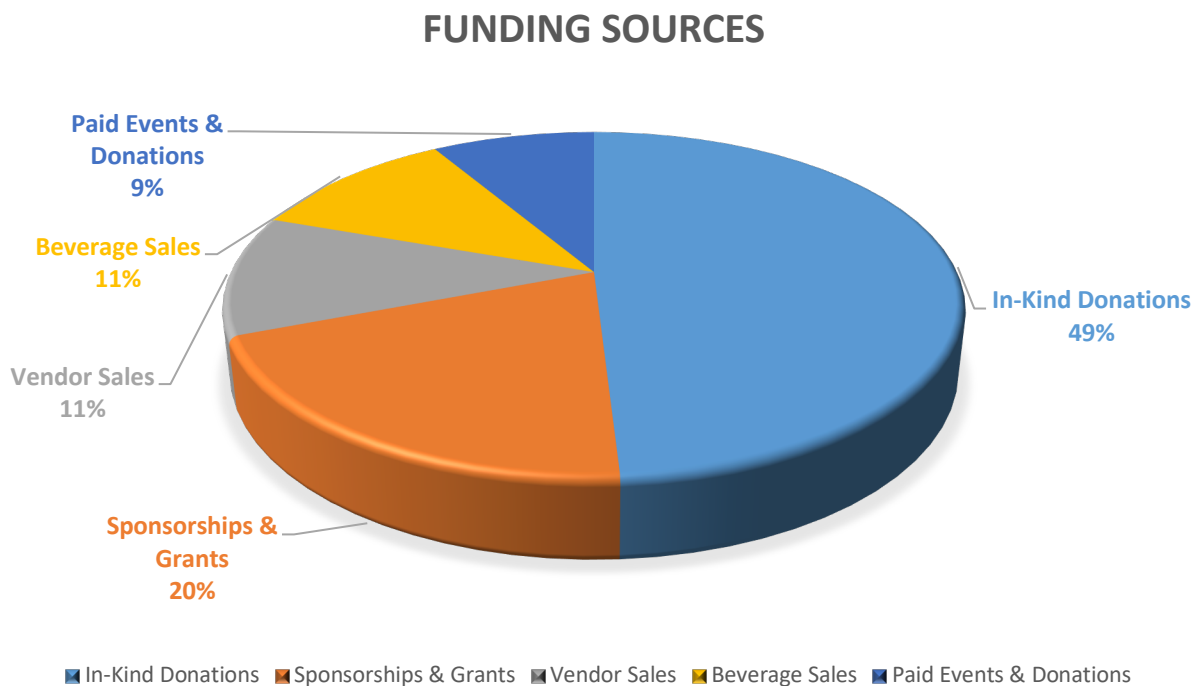
We estimate our 2019 direct costs to be \$545,000. These include all hard and soft costs. Most of our overall costs are in marketing but are mostly covered by in-kind donations. The largest portion of our hard costs come from entertainment, stage and sound. Since having the right entertainment can have a huge impact on attendance, this is one of the few areas where we cannot cut corners. We utilize every option to negotiate the lowest price possible but quality counts and costs. The remaining of our hard costs comes from logistics, marketing and inventory.

- **Marketing** **\$315,500**
 - advertising (print, TV, radio, social media & web)
 - public relations
 - printing and signage
- **Entertainment & Programming** **\$ 187,500**
 - Entertainers
 - stage, sound & lights
 - activations & event programming
- **Logistics** **\$ 179,500**
 - Police, Fire, EMT, Security & Insurance
 - Tents, tables and chairs
 - Rental fees, city fees and sanitation
 - Parade-related expenses
- **Inventory** **\$ 42,000**
 - beverage inventory, mixers, ice, cups
 - branded merchandise sold at event

Sources of Funds

Funding for our event comes from a variety of places. In-kind donations account for most of our funding while the remaining is hard money from sponsorships and grants, vendor booth sales and beverage sales. These are the estimated funding sources from 2018.

• In-Kind Donations	\$375,500
• Advertising in print, TV, radio and web	
• Printed materials and signage	
• Pride Tour	
• Sponsorships & Grants	\$130,000
• Convention & Visitors Bureau	
• Corporate – National	
• Corporate – Local	
• Community Grants	
• Vendors Booth Sales	\$ 60,000
• Beverage Sales	\$ 95,000
• Paid Events & Donations	\$ 34,000



Statements

Projected Profit & Loss

	FY2017	FY2018	FY2019	FY2020	FY2021
Revenue	\$427,551	\$694,500	\$781,000	\$3,022,000	\$818,500
Direct Costs	\$298,909	\$545,000	\$587,500	\$2,262,500	\$593,500
Gross Margin	\$128,642	\$149,500	\$193,500	\$759,500	\$225,000
Gross Margin %	30%	22%	25%	25%	27%
Operating Expenses					
Salaries and Wages		\$55,000	\$56,000	\$80,000	\$56,500
Employee Related Expenses					
Storage & Utilities	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Misc. Expenses	\$2,000	\$2,400	\$2,400	\$2,400	\$2,400
Website	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Insurance - D&O	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Community Grants	\$10,000	\$12,000	\$15,000	\$20,000	\$15,000
Total Operating Expenses	\$18,600	\$76,000	\$80,000	\$109,000	\$80,500
Operating Income	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Interest Incurred					
Depreciation and Amortization					
Income Taxes	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$317,509	\$621,000	\$667,500	\$2,371,500	\$674,000
Net Profit	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Net Profit / Sales	26%	11%	15%	22%	18%

Projected Balance Sheet

	FY2017	FY2018	FY2019	FY2020	FY2021
Cash	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory					
Other Current Assets					
Total Current Assets	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042
Long-Term Assets					
Accumulated Depreciation					
Total Long-Term Assets					
Total Assets	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0
Short-Term Debt					
Prepaid Revenue					
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0
Long-Term Debt					
Total Liabilities	\$0	\$0	\$0	\$0	\$0
Paid-In Capital					
Retained Earnings		\$110,042	\$183,542	\$297,042	\$947,542
Earnings	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Total Owner's Equity	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042
Total Liabilities & Equity	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042

Projected Cash Flow Statement

	FY2017	FY2018	FY2019	FY2020	FY2021
Net Cash Flow from Operations					
Net Profit	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Depreciation & Amortization					
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	\$0	\$0	\$0	\$0	\$0
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Investing & Financing					
Assets Purchased or Sold					
Investments Received					
Change in Long-Term Debt					
Change in Short-Term Debt					
Dividends & Distributions					
Net Cash Flow from Investing & Financing					
Cash at Beginning of Period	\$0	\$110,042	\$183,542	\$297,042	\$947,542
Net Change in Cash	\$110,042	\$73,500	\$113,500	\$650,500	\$144,500
Cash at End of Period	\$110,042	\$183,542	\$297,042	\$947,542	\$1,092,042