

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

Hannes Jagerhofer, CEO Beach Majors USA, LLC

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

a. Registered Business Name:

Beach Majors USA, LLC

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

N/A

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:

Stefan Wankmueller ; Director of Operations

4. Name of Event/Project/Proposal:

Fort Lauderdale Beach Major 2019

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

Fort Lauderdale Beach Park, Beach Parking lot south - 1100 Seabreeze Boulevard.

6. List all the dates associated with this event:

a. **Set-up date(s):** Thursday, January 17, 2019 begin setup on Beach, take over limited spots of South side of Beach parking lot. Monday January 21st take over South side of Fort Lauderdale Beach Parking Lot.

b. **Event date(s):** Tuesday, February 5th - Sunday, February 10th

c. **Break-down date(s):** Monday, February 11th - Thursday, February 21st

7. **Hours of Operation:** February 5th - February 10th 9:00 a.m. - 11:30 p.m. on selected dates. Several days operations will conclude before 11:30.

8. **Projected attendance:** 110,000 entries February 5 -10

9. **Cost to attendees:** Free admission to the public. VIP Pricing from \$499

10. **Total Cost of Event:** \$6,500,000.00

11. Amount Requested from BID: \$150,00.00

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

City services including parking lot rental fees, Police, Fire Rescue, Security services and marketing; specifically media opportunities to market the destination nationally and internationally as well as the TV & digital Production for the event and the Media areas. These items are specifically aimed at compliance with Ordinance C-06-34, Section 1.04(A)(2) to increase the number of visitors to the BID District during (and after) the event itself.

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.

CVB \$750,000 (requested), FSF \$150,000 (to be requested), corporate sponsorships, VIP Ticket sales and concessions.

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

The Fort Lauderdale Beach Major is the kick-off event for the International Beach Volleyball Major Series season in 2019. Coaches, players and teams come in well prior to the event to begin training for the upcoming season as noted on attached video testimonials. The World's 64 best beach volleyball teams compete for prize money of \$600,000 which is among the highest of the FIVB Tour (Federation of International Volleyball). It is a 6 day competition with matches in the Red Bull Center Court Arena, as well as on 5 Side Courts on the beach. Day and night matches and The Beach Village surrounding the Red Bull Arena offer a variety of family activities, food and beverage options and areas to relax and enjoy. After parties take place at different locations within the BID and surrounding area. As in 2018, the side courts will again be used for beach Volleyball clinics for different age groups the weekend before the event. We will expand our relationship with local coaches (schools and leagues) and athletes to continue to promote the Fort Lauderdale Beach lifestyle and amenities on the beach. As stated in our marketing materials, we are a lifestyle event and we present and perpetuate that philosophy in all of our programs to the General Public for whom admission is free, to the International VIP travelers who come over specifically for the event and of course our local sponsors who have made a dedicated commitment to our community.

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.

This unique event is already the top of the line of the FIVB Beach Volleyball World tour. In 2018 we made changes to TV and Highlight productions to bring them to the next level including never seen camera angles, digital camera angles and innovative real time athlete motion sensing system Kinexon. Also for the first time we had live streaming from each court. These innovations and improvements set the standard internationally and made the event exponentially more attractive to sponsors. The destination will continue to be promoted internationally and several key marketing partnerships for 2020 and 2021 are already in play.

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.

The total Economic Impact of the Tournament exceeded \$52,000,000.00 in 2018. This positive economic impact is consistent with at least 3 of the 4 main principles found in Ordinance C-06-34, Section 1.04(A)(2).

1. Producing a clean, safe and more attractive business environment: As a responsible and eco-conscious organization, the Major Series believes in leaving an event site in better condition than its original state. In Fort Lauderdale, in addition to removing all visible elements associated from the event in 2018, we left over 3,000 tons of cleaned beach sand on the event site. This represents a beach surface of over 39,000 square feet (nearly an acre which is 43,560) with a depth of at least 15 inches.

2. Increasing the number of visitors: the event is expected to generated over 110,000 entries on site for the duration of the event. Based on an intercept survey in 2018 conducted on site, 61% of guests stated the Fort Lauderdale Beach Volleyball Major as their primary reason for coming to the area and 32% of all visitors came from far enough to require at least one overnight stay which in turn generated additional and cumulative economic impacts. The average stay is expected to be 5.5 room nights.

3. Increasing commerce and investment: In addition to the overall economic impact generated in 2018, the BID and its members benefited directly from 5,355 hotel room nights that were booked directly by the Major Series alone with potential of over 1,000 additional room nights booked by players and coaches before, during and after the event (total roomnights calculated in 2018 over 12,000) . To include BID member properties and their related amenities as part of our programming, we will again organize a block party led by some of the top U.S. players and involving many of our fans and visitors. We create a passport with locations for guests to visit and receive a "location stamp." Once the passport is complete, fans exchange it at our merchandise store for a 50% discount off Major Series merchandise. We also expect that general increase in visitors to the area due to the event generate additional spending in establishments located in the BID. Having the general admission arena free to the public is believed to translate into more spending at BID properties.

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

A formal Economic Impact Study is produced by Sage Policy Group of Baltimore, MD using the IMPLAN economic modeling software to generate all impact data. Inputs entered into this customized model originate from 1) an intercept survey conducted at the event: 2) the tournament's operating budget. See attachment The Economic Impact of the Fort Lauderdale Beach Major: A Beach Volleyball tournament.

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.

As part of the FIVB Beach Volleyball World Tour 5 Star Circuit, the Fort Lauderdale Beach Major is one of the 4 best beach volleyball events in the World. The Major Series is to Beach Volleyball what the Grand Slam events are to Tennis. A "Major" event attracts the top men and women players in the World (Olympians), has the highest production standards, offers the highest prize money (\$600,000) and ranking points, and includes the most premium B2B VIP Hospitality Area: The Beach Majors Club. There are only two events that are more prestigious than a Major Series Event, and those are the World Championships and the Olympic Games. The Fort Lauderdale Beach Major is by far the most important Beach Volleyball event in the U.S., and draws more visitors than any other beach volleyball event on the East and West coasts. It is one of 4 Five Star events in the World alongside these other prestigious cities: Vienna, Gstaad and Hamburg. What differentiates Fort Lauderdale from the other is that it is the ONLY true Beach Side location on the Major Series Circuit.

The Fort Lauderdale Beach Major is broadcast nationally (live Broadcast on ABC Network and Delayed or Highlights on ESPN) and internationally in 50 countries such as Austria, Brazil, Germany, Greece, Israel, Italy, Mexico, Netherlands, Switzerland Spain and more. The event was also streamed live via our OTT service and over 520 moving image clips were produced and distributed on our social channels with over 1.3M minutes watched online. FINALLY, a ONE HOUR DESTINATION SPECIAL ran on ESPN 2 that featured the Fort Lauderdale Beach Major Series and is a standout marketing driver for the destination (attached).

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

The event will be promoted internationally as the Kick-off event for the 2019 Season and travel packages for visitors will be created specifically for the event and feature BID member properties. We will again partner with Red Bull and Red Bull Media Group, National Broadcasting, local corporate sponsorship, Travelhost and the Sun Sentinel. In addition to traditional advertising, we will capitalize on the significant digital marketing opportunity we have through historical and new followers of the Series which is outlined in the attached materials. Our in-house production capabilities are significant and we will use them extensively but not exclusively.

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 approved logo and marks of the BID (as provided by the BID) will appear in all print and marketing materials. Additionally, significant presence will be made in the Red Bull Arena both

digitally and statically. This presence will be seen Internationally on the Live Broadcast and throughout traditional media as well as extensive digital media exposure.

☒ **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 ANOUNCEMENTS, 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.

☒ - 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)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 888 EAST LAS OLAS BOULEVARD SUITE 700

FORT LAUDERDALE

ZIP CODE: 33301

OFFICE PHONE: 954-249-6979

CELL PHONE: 954-249-6979

EMAIL ADDRESS: STEFAN.WANKMUELLER@BEACHMAJORS.COM

**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

STEFAN WANKMUELLER (AUTHORIZED ON BEHALF OF
HANNES JAGERHOFFER - CEO)

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Beach Majors USA, LLC

DIRECTOR OF OPERATIONS

COMPANY NAME & APPLICANT TITLE

7/12/2018

DATE SIGNED

NAME: STEFAN WANKMUELLER

TITLE: DIRECTOR OF OPERATIONS

***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.

The Economic Impact of the Fort Lauderdale Major: A Beach Volleyball Tournament

Submitted by:
Sage Policy Group, Inc.

Submitted to:
Beach Majors USA

April 2018

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The Economic Impact of the Fort Lauderdale Major Executive Summary

Beach Majors USA LLC (Beach Majors) commissioned Sage Policy Group, Inc. (Sage) to estimate the economic and fiscal impacts generated by the 2018 Fort Lauderdale Major tournament. Sage used IMPLAN economic modeling software to generate all estimates. Inputs entering this customized model originated from 1) an intercept survey conducted by Beach Majors at the event; and 2) the tournament's operating budget. All figures are presented in current \$2018. Based on collected data, the study team concludes that:

- The event created roughly 500 jobs on an FTE basis;
- Those jobs are associated with \$19.3 million in employee compensation;
- The total economic impact of the tournament exceeded \$52.5 million;
- State/local tax revenues were bolstered by \$3.6 million, of which \$1.9 million went to the State of Florida while \$1.7 million went to local governments.

Exhibit ES1: Economic and Fiscal Benefit Summary Table (\$2018)

| Economic Impacts | | | |
|--------------------------|--------------|-----------------------|-------------------------|
| Total | Jobs (FTEs) | Employee Compensation | Business Sales |
| Direct effects | 319 | \$11,008,301 | \$26,225,904 |
| Indirect effects | 71 | \$3,598,224 | \$11,376,566 |
| Induced effects | 108 | \$4,682,639 | \$14,930,175 |
| Total | 497 | \$19,289,164 | \$52,532,645 |
| Operational Impacts | | | |
| Direct effects | 55 | \$2,793,627 | \$6,470,842 |
| Indirect effects | 16 | \$869,618 | \$2,924,237 |
| Induced effects | 27 | \$1,165,493 | \$3,715,297 |
| Total | 98 | \$4,828,738 | \$13,110,376 |
| Visitor Spending Impacts | | | |
| Direct effects | 264 | \$8,214,674 | \$19,755,063 |
| Indirect effects | 55 | \$2,728,606 | \$8,452,328 |
| Induced effects | 81 | \$3,517,146 | \$11,214,878 |
| Total | 399 | \$14,460,426 | \$39,422,269 |
| Fiscal Impacts | | | |
| Fiscal Impact | Property Tax | Sales Tax | Nontaxes (fines & fees) |
| State/Local | \$1,201,464 | \$1,735,171 | \$147,031 |

Source: Sage, Beach Majors, IMPLAN

Introduction

Beach Majors USA LLC (Beach Majors) commissioned Sage Policy Group, Inc. (Sage) to estimate the economic and fiscal impacts generated by the 2018 Fort Lauderdale Major tournament. This represents a significant gathering. Between February 27th and March 4th, 2018, the event attracted more than 106,000 visitors to Fort Lauderdale, a 7.7 percent increase over the prior year. Costs to organize and operate the event are \$5.6 million.

Fort Lauderdale represents the opening of the 2018 Beach Majors Series, an international series of beach volleyball tournaments that commenced in 2015. The Fort Lauderdale Major is the Series' only stop in America.

I. Methodology

- Inputs

Beach Majors conducted intercept surveys during the tournament's final three days to establish visitor spending and other key input parameters. Survey researchers collected 318 responses. The study team also collected tournament budgetary data to derive operational impacts. See Exhibit 1 for additional statistical detail regarding operational expenditures.

Exhibit 1: FTL Major 2018 Operational Expenditures,

| Line Item | FTL Major 2018 |
|--------------------------------|--------------------|
| Salaries, Fees and Commissions | \$798,081 |
| Advertising Services | \$329,175 |
| Financial Services | \$16,500 |
| Insurance | \$9,425 |
| Rent | \$179,600 |
| Laundry and Cleaning Services | \$26,250 |
| Other Services | \$127,925 |
| Communication | \$872,400 |
| Energy and other Utilities | \$1,683,084 |
| Office Supplies | \$26,144 |
| Repairs | \$11,356 |
| Food & Beverages - Prepared | \$822,983 |
| Accommodation | \$460,464 |
| Personal Travel | \$142,931 |
| Transportation & Storage | \$117,750 |
| Total | \$5,624,068 |

Source: Beach Majors

- IMPLAN

To quantify economic impacts, Sage used IMPLAN economic modeling software¹ and its embodied multipliers to generate estimates of employment, employee compensation, and output (local business spending). Calculated employment impacts include both full- and part-time workers. Results are presented in the form of full-time equivalents (FTE), meaning that one job is the equivalent of one year of full-time employment. Labor income encompasses all forms of employment income including employee compensation (wages and benefits) and proprietor income (earnings of business owners). Output represents the sum of business sales (good and services) that occurs as a result of the operational expenditures necessary to host the tournament and visitor spending.

Economic impacts are presented in the form of **direct** and **secondary** impacts. Direct impacts quantify the immediate effects of budgetary outlays and visitor spending. Secondary impacts can collectively be considered the multiplier effect and can be segmented into two types of impacts — **indirect** and **induced**. Indirect benefits are generated through the expanded volume of business-to-business transactions attributable to a larger local economy. Induced benefits are triggered when workers primarily or secondarily supported through enhanced economic activity spend their earnings in the study area.

Economic and fiscal impacts are presented for the Miami-Fort Lauderdale-West Palm Beach metropolitan statistical area and for Florida. Statewide impacts encompass local impacts. To the extent that expenditures by businesses or consumers take place beyond the study area(s), they are not considered in Sage's impact estimates. Appendix A at the end of this report supplies additional detail regarding the inner workings and outputs of the IMPLAN model.

¹ IMPLAN is the most commonly used econometric software for analyses of its type and has emerged as the industry standard for this type of quantification. The model is comprised of economic multipliers that reflect the statistical relationship between various local industries and the likelihood that certain goods and services will be sourced locally as opposed to outside the community. These multipliers are updated each year and Sage purchases model licenses on an annual basis. This study utilizes the most recent multipliers to date (2015).

II. Economic and Fiscal Impacts

- Operational Impacts

With multiplier effects considered, the study team concludes that the beach volleyball tournament's operational expenditures supported more than 92 jobs in the Fort Lauderdale area and nearly 100 statewide. Those jobs are associated with more than \$4.6 million locally and in excess of \$4.8 million statewide in employee compensation. The tournament's operational spending augmented statewide economic activity by approximately \$13.1 million.

Exhibit 2: Economic Impacts Generated by Operational Expenditures (\$2018)

| | Jobs (FTEs) | Employee Compensation | Business Sales |
|----------------------------|----------------|--------------------------|---------------------|
| <i>Fort Lauderdale MSA</i> | | | |
| Direct effects | 55 | \$2,834,958 | \$6,470,842 |
| Indirect effects | 14 | \$791,203 | \$2,434,390 |
| Induced effects | 23 | \$1,018,057 | \$3,177,392 |
| Total | 92 | \$4,644,218 | \$12,082,624 |
| <i>Florida</i> | | | |
| Direct effects | 55 | \$2,793,627 | \$6,470,842 |
| Indirect effects | 16 | \$869,618 | \$2,924,237 |
| Induced effects | 27 | \$1,165,493 | \$3,715,297 |
| Total | 98 | \$4,828,738 | \$13,110,376 |

Source: Sage, IMPLAN

- Visitor Spending Impacts

The Fort Lauderdale major attracted 106,000 attendees, or 19.7 percent more than can fit in the largest football stadium in Florida (Ben Hill Griffin Stadium in Gainesville, Florida). Based on survey results and derived parameters, those visitors spent nearly \$21 million while visiting South Florida. Details of that spending are summarized in Exhibit 3.

Exhibit 3: FTL Major 2018 Visitor Spending (\$2018)

| Line Item | Visitor Spending |
|--------------------------------------|---------------------|
| Lodging & Accommodations | \$9,794,093 |
| Food | \$1,996,002 |
| Restaurants | \$3,611,110 |
| Miscellaneous Retail | \$2,345,719 |
| Entertainment/Recreation/Attractions | \$1,573,732 |
| Local Transport | \$1,646,283 |
| Total | \$20,966,938 |

Source: Beach Majors

That spending supported nearly 400 jobs across Florida, of which more than 380 were located in the Fort Lauderdale area. Those jobs are associated with nearly \$14.5 million in employee compensation. Visitor spending alone supported nearly \$40 million in augmented economic activity in Florida. See Exhibit 4 for additional statistical detail.

Exhibit 4: Economic Impacts Generated by Visitor Spending (\$2018)

| | Jobs (FTEs) | Employee Compensation | Business Sales |
|-----------------------------------|------------------------|----------------------------------|---------------------------|
| <i>Fort Lauderdale MSA</i> | | | |
| Direct effects | 263 | \$8,249,820 | \$19,747,164 |
| Indirect effects | 50 | \$2,650,059 | \$7,909,116 |
| Induced effects | 69 | \$3,105,334 | \$9,695,685 |
| Total | 383 | \$14,005,213 | \$37,351,966 |
| <i>Florida</i> | | | |
| Direct effects | 264 | \$8,214,674 | \$19,755,063 |
| Indirect effects | 55 | \$2,728,606 | \$8,452,328 |
| Induced effects | 81 | \$3,517,146 | \$11,214,878 |
| Total | 399 | \$14,460,426 | \$39,422,269 |

Source: Sage, IMPLAN

- **Total Economic Impacts**

Total economic impacts are derived by adding operational impacts with impacts attributable to visitor spending. In total, the tournament supported nearly 500 jobs (FTEs), roughly \$19 million in employee compensation, and more than \$52 million in total economic impact. The vast majority of impacts is in the Fort Lauderdale region. See Exhibit 5 for relevant summary detail.

Exhibit 5: Total Economic Impacts (\$2018)

| | Jobs (FTEs) | Employee Compensation | Business Sales |
|-----------------------------------|------------------------|----------------------------------|---------------------------|
| <i>Fort Lauderdale MSA</i> | | | |
| Direct effects | 319 | \$11,088,077 | \$16,443,319 |
| Indirect effects | 63 | \$3,442,321 | \$5,966,782 |
| Induced effects | 92 | \$4,124,634 | \$7,507,314 |
| Total | 474 | \$18,655,032 | \$29,917,415 |
| <i>Florida</i> | | | |
| Direct effects | 319 | \$11,008,301 | \$26,225,904 |
| Indirect effects | 71 | \$3,598,224 | \$11,376,566 |
| Induced effects | 108 | \$4,682,639 | \$14,930,175 |
| Total | 497 | \$19,289,164 | \$52,532,645 |

Source: Sage, IMPLAN

- **Fiscal Impacts**

Economic impacts trigger fiscal ones. Based on the analytical findings detailed above, the Fort Lauderdale Major supported nearly \$3.6 million in augmented tax revenues at State and local levels. The State of Florida maintains a sales tax of 6 percent. Sales tax receipts were augmented by more than \$1.7 million due to the presence of the tournament. See Exhibit 6 for relevant summary detail.

Exhibit 6: State/Local Fiscal Impacts (\$2018)

| Line Item | Tax Revenues |
|-------------------------|--------------------|
| Property Tax | \$1,201,464 |
| Sales Tax | \$1,735,171 |
| Nontaxes (fines & fees) | \$147,031 |
| Corporate Taxes | \$69,265 |
| Other | \$424,126 |
| Total | \$3,577,057 |

Source: Beach Majors

Conclusion

The 2018 Fort Lauderdale Major brought more than 106,000 people and \$20 million in visitor spending to the community. Attendance was up by nearly 8 percent in 2018. Nearly 500 FTE jobs were supported on a job-years basis. These jobs are associated with \$19.3 million in augmented compensation. Total economic impact for the 2018 volleyball tournament is estimated at \$52.5 million.

Given that 99.4 percent of attendees indicated that they would recommend the tournament to a friend and that more than 90 percent of attendees indicated they would attend the event again next year, the tournament's attendance is set to expand. That will likely translate into more visitor spending, more hotel stays, and more economic and fiscal impacts going forward.

Appendix A – IMPLAN

IMPLAN is an economic impact assessment software system. The system was originally developed and is now maintained by the Minnesota IMPLAN Group (MIG). It combines a set of extensive databases concerning economic factors, multipliers and demographic statistics with a highly refined and detailed system of modeling software. IMPLAN allows the user to develop local-level input-output models that can estimate the economic impact of new firms moving into an area as well as the impacts of professional sports teams, recreation and tourism, and residential development. The model accomplishes this by identifying direct impacts by sector, then developing a set of indirect and induced impacts by sector through the use of industry-specific multipliers, local purchase coefficients, income-to-output ratios, and other factors and relationships.

There are two major components to IMPLAN: data files and software. An impact analysis using IMPLAN starts by identifying expenditures in terms of the sectoring scheme for the model. Each spending category becomes a "group" of "events" in IMPLAN, where each event specifies the portion of activity allocated to a specific IMPLAN sector. Groups of events can then be used to run impact analysis individually or can be combined into a project consisting of several groups. Once the direct economic impacts have been identified, IMPLAN can calculate the indirect and induced impacts based on a set of multipliers and additional factors.

Economic benefits principally take the form of new employment opportunities, associated income and augmented business revenues. These economic benefits include both direct benefits, which are closely associated with the activities that will take place in and around these developments, and secondary benefits that are associated with foreseeable and calculable multiplier effects.

Secondary benefits can be segmented into two types of impacts, indirect and induced. Indirect benefits are related to the business-to-business transactions that take place due to increased demand for goods and services that accompanies augmented investment and business operations. Impacted businesses sell everything from office furniture and copiers to computer and graphic design services. Induced benefits are created when workers directly or indirectly supported by increased economic activity spend their earnings in the local economy. Indirect and induced benefits together comprise total multiplier effects.

The hallmark of IMPLAN is the specificity of its economic datasets. The database includes information for five-hundred-and-twenty-eight different industries (generally at the three- or four-digit Standard Industrial Classification level), and twenty-one different economic variables. Along with these data files, national input-output structural matrices detail the interrelationships between and among these sectors. The database also contains a full schedule of Social Accounting Matrix (SAM) data. All of this data is available at the national, state, and county level.

Another strength of the IMPLAN system is its flexibility. It allows the user to augment any of the data or algorithmic relationships within each model in order to more precisely account for regional relationships. This includes inputting different output-to-income ratios for a given industry, different wage rates, and different multipliers where appropriate. IMPLAN also provides the user with a choice of trade-flow assumptions, including the modification of regional purchase coefficients, which determine the mix of goods and services purchased locally with each dollar in each sector. Moreover, the system also allows the user to create custom impact analyses by entering changes in final demand.

A final advantage of IMPLAN is its credibility and acceptance within the profession. There are more than five hundred active users of IMPLAN databases and software within the federal and state governments, universities, and among private sector consultants. The following list provides a sampling of IMPLAN users.

Sample of IMPLAN Users:

Academic Institutions

Alabama A&M University
Albany State University
Auburn University
Cornell University
Duke University
Iowa State University
Michigan Tech University
Ohio State
Penn State University
Portland State University
Purdue University
Stanford University
Texas A&M University
University of California – Berkeley
University of Wisconsin
University of Minnesota
Virginia Tech
West Virginia University
Marshall University/College of Business

Federal Government Agencies

Argonne National Lab
Fed. Emergency Man. Agency (FEMA)
US Dep't of Agriculture, Forest Service
US Dep't of Ag., Econ Research Service
US Dep't of Int., Bureau of Land Mgmt.
US Dep't of Int., Fish and Wildlife Serv.
US Dep't of Int., National Parks Service
US Army Corps of Engineers

State Government Agencies

MD Dep't of Natural Resources
Missouri Department of Economic Development
California Energy Commission
Florida Division of Forestry
Illinois Dep't of Natural Resources
New Mexico Department of Tourism
South Carolina Employment Security
Utah Department of Natural Resources
Wisconsin Department of Transportation

Private Consulting Firms

Coopers & Lybrand
Batelle Pacific NW Laboratories
Boise Cascade Corporation
Charles River Associates
CIC Research
BTG/Delta Research Division
Crestar Bank
Deloitte & Touche
Ernst & Young
Jack Faucett Associates
KPMG Peat Marwick
Price Waterhouse LLP
Sage Policy Group, Inc.
Economic Research Associates
American Economics Group, Inc.
L.E. Peabody Associates, Inc.
The Kalorama Consulting Group
West Virginia Research League

Beach Majors BID Application 2019



Visitors came from:

- 14 countries
- 19 U.S. states
- 2 Canadian Provinces
- 18 Florida Counties

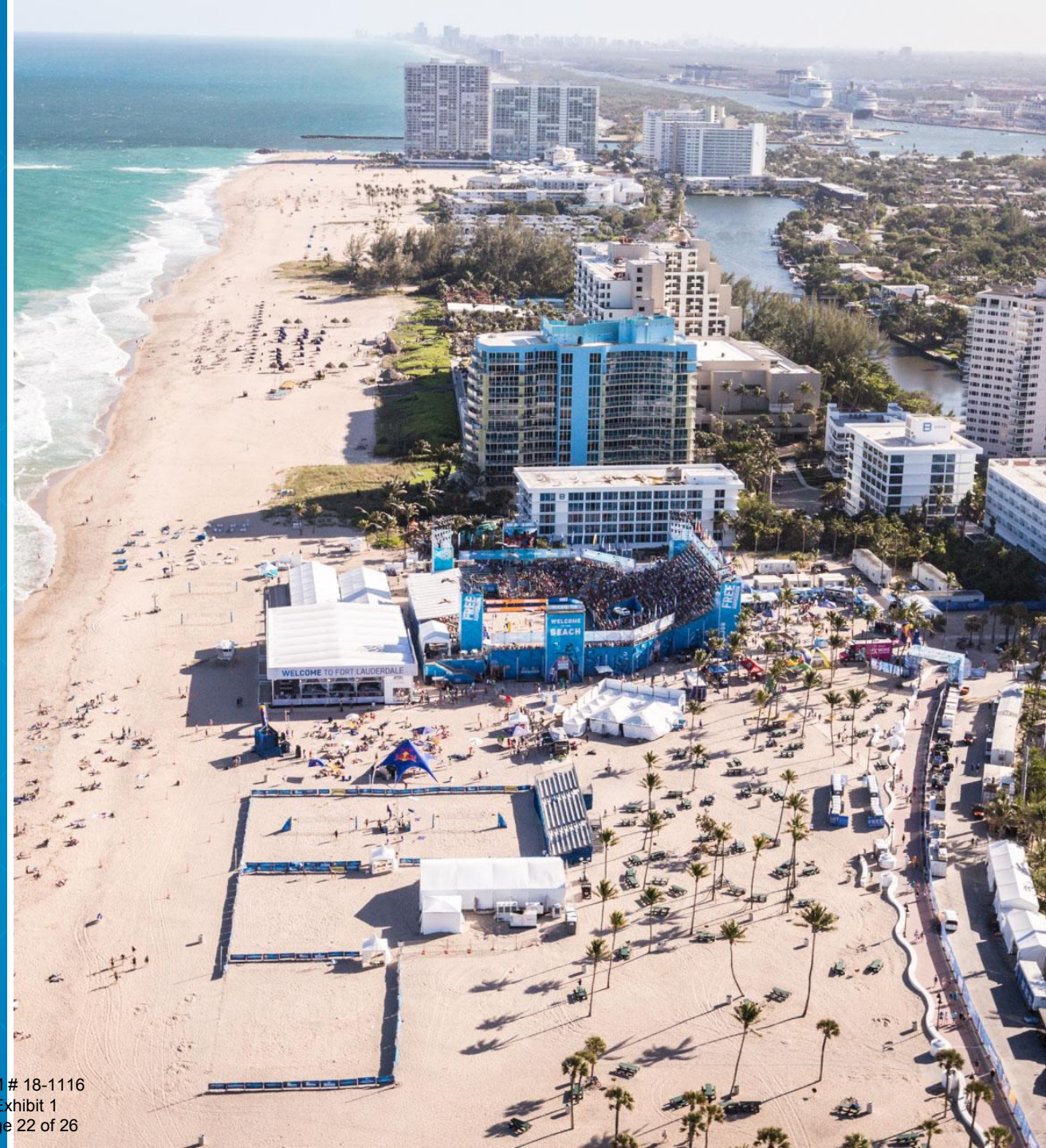


2018 Attendance

- Over 12,000 Room nights calculated total.
- BMS alone booked 5,355 room nights directly
- Average overnight stay 4.92 nights
- 32% of Attendees from outside Florida
- 86% of Attendees were between the ages of 18-45
- 73% between the ages of 25-45

Impact

- Event created 500 Jobs FTE (Full-time equivalent)
- \$19.3 million in total employee compensation
- Total economic impact \$52.5 million
- State & local tax revenue \$3.6 million
 - \$1.9 million state
 - \$1.7 million local governments
 - (Feb 27 – Mar 4 2017)



Operational Impact

- Accounting for \$4.6 million locally
- In excess of \$4.8 million state-wide in employee compensation
- The tournament's operational spending augmented state economic activity by approx. \$13.1 million
- Visitors spending \$20,966,938.00
- Supported 400 jobs across Florida of which 380 were located in Fort Lauderdale

Visitors spending Contribution



- Those jobs are associated with \$14.5 million in employee compensation.
- Visitors spending supported \$40 million in augmented economic activity in Florida.

Intercept Surveys

- 99.4% of attendees would recommend the tournament to a friend.
- More than 90% indicated that they would attend the event the following year.
- Stadium entrees 106,00
 - 7.7% increase over prior year



Global Media

- Worldwide television viewers in 50 Countries
- One Hour Live Broadcast on ABC
- ESPN 2 one hour Special Production on Fort Lauderdale Beach Lifestyle and Event
- Social media
 - More than 63 million reached
 - 28% growth over all channels from Jan 27- Mar 11 2017
- 4.3 Million Radio Listeners
- Online Media
 - More than 315 million potentially reached
 - 28 countries
- Print News
 - 10 countries
 - More than 44 million potentially reached