



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

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

Ashley Shapiro

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

a. Registered Business Name:

Florida International University Board of Trustees

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

Food Network & Cooking Channel South Beach Wine & Food Festival

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:

Christina Jardim ; Director, Enterprise Development

4. Name of Event/Project/Proposal:

Food Network & Cooking Channel South Beach Wine & Food Festival

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

Varies - current plans include Conrad Fort Lauderdale Beach, The Ritz-Carlton Fort Lauderdale and the new Gale Fort Lauderdale

6. List all the dates associated with this event:

a. Set-up date(s): 2/20-2/24/2019

b. Event date(s): 2/20-2/24/2019

c. Break-down date(s): 2/20-2/24/2019

7. Hours of Operation: Varies

8. Projected attendance: approx. 1,200 guests across events

9. Cost to attendees: \$85 - \$200/pp

10. Total Cost of Event: A complete budget breakdown is not finalized, but current estimates put the costs for these events at \$350,000 to produce.

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

Costs associated with producing and marketing these Fort Lauderdale events as part of the overall Festival, including: infrastructure costs, permitting, décor/entertainment enhancements to the events, on-site branding/signage at the events, talent transportation/hospitality to and from the events, and opportunities for outdoor marketing assets like street pole banners, billboards and taxi advertising to promote the events.

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.

At the time of this application, the Festival is NOT receiving any additional funds from the Greater Fort Lauderdale Convention & Visitors Bureau (which has supported with funds in the amount of \$200k - \$250k in prior years). The Festival will also work to secure funding via sponsorship dollars from wine, spirits, food and luxury brands that may be promoting their brands at these events. The solicitation of these sponsorships has just begun and will be minimal compared to the amount requested of the BID.

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

The Festival is currently working on programming the following event concepts as part of its line-up in Fort Lauderdale for 2019:

A kick-off dinner hosted by a notable chef at Conrad Fort Lauderdale Beach

Large-scale, walk-around tasting event (i.e. Clambake) hosted by a notable chef/culinary personality at Conrad Fort Lauderdale Beach

Two (2) intimate wine seminars at Conrad Fort Lauderdale Beach

A mid-sized, walk-around themed tasting event at Conrad Fort Lauderdale Beach

An afternoon, happy-hour style event at the new Gale Fort Lauderdale

An intimate, seated dinner at The Ritz-Carlton Fort Lauderdale

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 a charity event with 100% of its net proceeds benefiting the Chaplin School of Hospitality & Tourism Management at Florida International University, the Festival is continuously looking for outside funding sources to produce the high-caliber of events that it's known for. It will always rely on the support of multiple sources of funding to continue to operate in the market. With continued collaborative efforts in marketing, media and sponsorship sales, the Festival hopes to see steady growth in ticket sales and the popularity of the events it produces in the Fort Lauderdale market.

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



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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.

A recent economic impact report produced by the Greater Miami Convention & Visitors Bureau during the 2018 Festival estimates the Festival's economic impact on Miami-Dade County to be valued at more than \$34 million; including generating more than \$2 million in local taxes and yielding an estimated hotel room demand of more than 30,000 nights. With its expansion into Fort Lauderdale in recent years, the Festival has continued its commitment to expanding its physical footprint and wants to bring a similar positive economic impact to local businesses by drawing awareness to the city as a culinary destination, and increase spending in Fort Lauderdale restaurants and hotels during the week of the Festival and beyond.

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

Post-Festival, we can provide proofs of advertising/marketing materials that included the BID logo, as well as estimated impressions numbers of each asset. We can also provide any press clips that discussed the events taking place in the area.

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.

In 2018, the Festival drew more than 60,000 guests with ticket purchasers originating from 47 states and 13 countries. With national and international media recognition, and having been named the #1 food and restaurant industry event in the United States by BizBash five years in a row, the Festival has an existing reputation for drawing both consumer and industry-driven attention to its events. February 2019 will mark the 18th annual edition of the Festival, continuing to feature a robust selection of events in Fort Lauderdale. A complete recap of the 2018 Festival can be found at:

<http://corporate.sobewff.org/recap2018/>, with a spotlight on last year's events in Fort Lauderdale appearing on pages 14 and 15.

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

The marketing and public relations efforts for the 2018 Festival garnered more than 2.6 billion media impressions, with targeted efforts promoting the Fort Lauderdale events including both local and regional print publications. Examples of the BID logo utilized on marketing assets and on-site signage can be found here: <https://www.dropbox.com/sh/lcuc58nc390zf4m/AADsnT2TqFj36y0arRQfXv0ra?dl=0>. Additionally, Here is link to over 50 media clips highlighting various events from the 2018 Festival that took place in Fort Lauderdale: <https://www.dropbox.com/sh/dmri8npei8pkzpl/AAD8Dbb18uLN8NymdX8ohEWoa?dl=0>



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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 appear on multiple materials in recognition of their support of the beach-specific events produced in Fort Lauderdale. This includes:

- Logo recognition on the event specific pages on the Festival website
- Logo recognition on on-site welcome signage at each event
- Logo recognition on the sponsor pages of the Festival's official guide (reaches more than 700,000 qualified readers)
- Logo recognition on advertising/promotional materials promoting the Festival and these events secured with funds granted by the BID committee, including select street pole banner placements.

☒ **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.



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-
- ☒ - 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 scheduled 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



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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 1600 NW 163RD STREET

MIAMI, FL

ZIP CODE: 33169

OFFICE PHONE: 305-627-1646

CELL PHONE: 786-261-5668

EMAIL ADDRESS: ASHAPIRO@SGWS.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

ASHLEY SHAPIRO

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Sponsorship Director

FOOD NETWORK & COOKING CHANNEL SOUTH BEACH
WINE & FOOD FESTIVAL

COMPANY NAME & APPLICANT TITLE

DATE SIGNED

NAME: CHRISTINA JARDIM

TITLE: DIRECTOR, ENTERPRISE DEVELOPMENT

***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.**

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COOKING
CHANNEL

SOBEWFF

EAT. DRINK. EDUCATE.

BBO DINNER

HOSTED BY

Chris Lilly & Jorge Ramos

part of the Crave GFL

GREATER FORT LAUDERDALE SERIES

BENEFITING & HOSTED BY

FIU

Chaplin School of
Hospitality & Tourism
Management



#SOBEWFF   

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2018 MENU W/ BID LOGO

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Greater Fort Lauderdale

GREATER
FORT LAUDERDALE
hello sunny



CONRAD
FORT LAUDERDALE BEACH

GNARLY HEAD
Go for Bold



iHeart
RADIO



BLACK



VENICE

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COOKING
CHANNEL

SOBEWFF

EAT. DRINK. EDUCATE.

BBQ DINNER

hosted by Chris Lilly and Jorge Ramos
Part of the CRAVE Greater Fort Lauderdale Series

WEDNESDAY, FEBRUARY 21, 2018

Conrad Fort Lauderdale Beach

RECEPTION

Smoked Tuna Poke

Guacamole, Jalapeño Salsa, Crisp Tortilla

Conch Roll

Pickled Green Mango, Coriander, Lime Mayo, "Papitas"

Smoked Duck Confit Empanadas

Sofrito, Charred Green Onion Remoulade

FAMILY-STYLE BBQ DINNER

Anson Mills Duck Fat "Cornbread"

Charred Jalapeño Butter

Local Farm Greens

Shaved Local Vegetables, Burnt Citrus, Puffed Rice, Ancient Grains

Heirloom Tomato Salad

Local Burrata, Pickled Strawberries, ZTB Torn Croutons

CHEF CHRIS LILLY'S AWARD-WINNING BBQ

Hickory Smoked Loin Back Ribs

Apple-Cherry Jalapeño Sauce

Dry-Rubbed Chicken Breasts

Alabama White BBQ Sauce

Crusted Prime Beef Short Ribs

On The Side

Roasted Cauliflower

Spices, Serious Cow Yogurt, Olive Crumbs

Charred Baby Carrots

Crispy "Chicharrón," Chimichurri Vinaigrette, Smoked Nuts and Seeds

Smashed Pee-Wees

Caramelized Onions, Bacon Butter, Chives

DESSERT

Berry Goat Cheese Panna Cotta

Berry Textures, Milk Powder

Salted Caramel Tart

Dulcey Crèmeux, Citrus, Mascarpone, Shaved Pistachios

Featuring Specialty Cocktails from Jim Beam Black

Gnarly Head Chardonnay

Gnarly Head 1924 "Double Black" Red Blend

Gnarly Head "Authentic" Red Blend

BENEFITING & HOSTED BY

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Management



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GREATER
FORT LAUDERDALE
hello sunny



CONRAD
FORT LAUDERDALE BEACH

GNARLY HEAD
Go for Bold



JIM BEAM
BLACK



VENICE

#SOBEWFF

DOWNLOAD THE FESTIVAL'S
OFFICIAL MOBILE APP



ANDROID & IOS AVAILABLE

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2018 WELCOME SIGN W/ BID LOGO



2018 TAXI TOPS W/ BID LOGO



2018 TAXI TOPS W/ BID LOGO



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SOBEWFF.ORG

FEB 21-25, 2018

BENEFITTING & HOSTED BY

FTU

Chapin School of
Hospitality & Tourism
Management

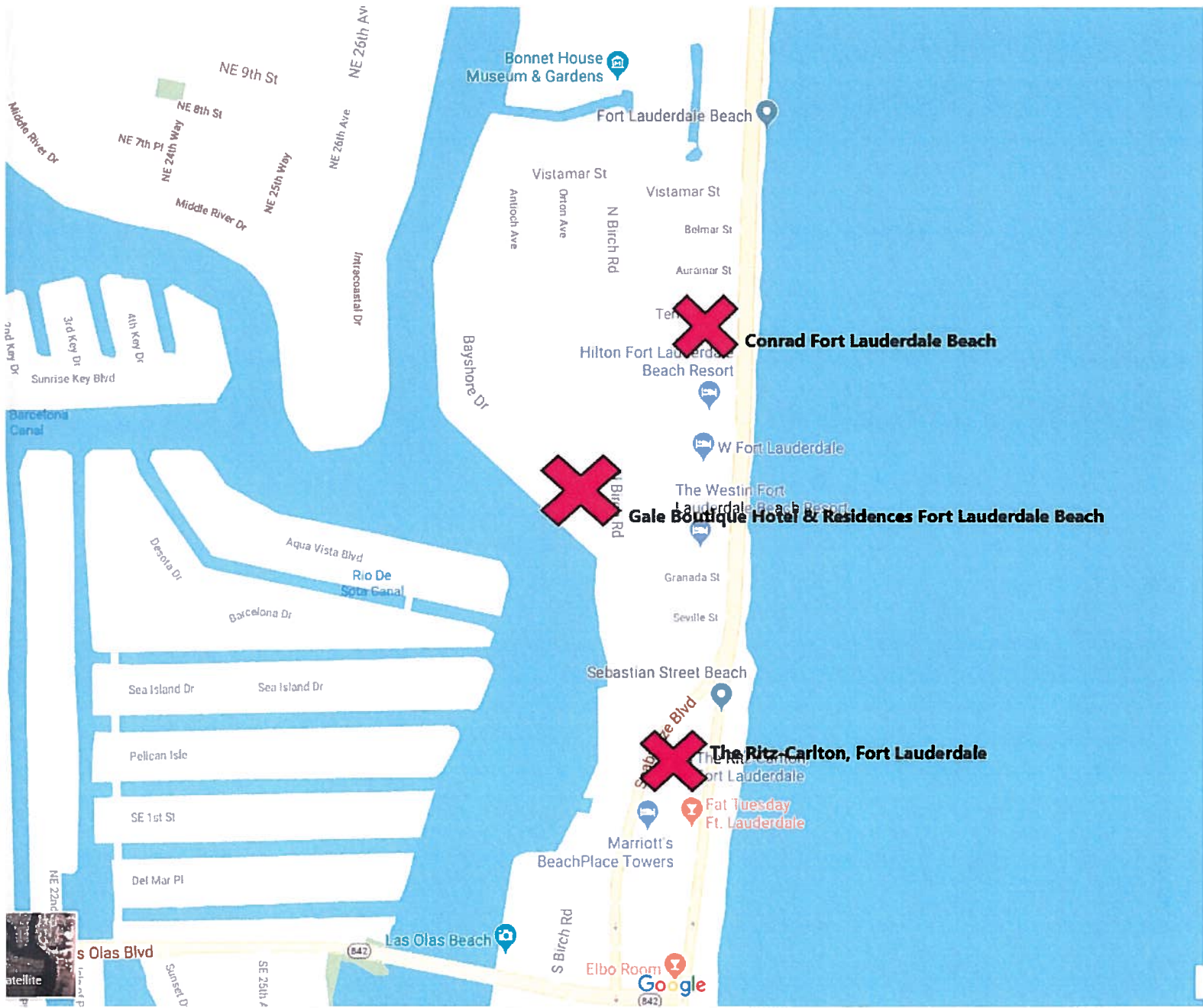


IN PARTNERSHIP WITH

**GREATER
FORT LAUDERDALE
FELLOWSHIP**



2018 TAXI TOPS W/ BID LOGO



2019 VENUES



For the last four years, the Food Network & Cooking Channel South Beach Wine & Food Festival has partnered with the Greater Fort Lauderdale Convention & Visitors Bureau and the Beach Business Improvement District (BID) to bring an exciting array of events to the City of Fort Lauderdale as part of the official Festival program.

From 2015 thru 2018, we produced 15 events in the BID, drawing more than 4,200 guests to dinners, tastings, seminars and more.

Festival events taking place in the BID have been hosted by celebrities from the culinary world and beyond, including Neil Patrick Harris, Kristin Cavallari, Emeril Lagasse, Robert Irvine, Anne Burrell, Andrew Zimmern and many more.



2018 CRAVE Greater Fort Lauderdale Series Recap

crave^{GFL}

Greater Fort Lauderdale

February 20-24, 2019



The 2019 Festival will kick-off in Fort Lauderdale once again on Wednesday February 20. We will anticipate producing approximately seven (7) events over five days at venues located in the BID.

Tentative Events for the 2019 CRAVE Greater Fort Lauderdale Series taking place in the BID include:

- Intimate Chef-Driven Dinners at Burlock Coast and Terra Mare @ Conrad Fort Lauderdale Beach
- Clambake @ Conrad Fort Lauderdale Beach
- Two (2) Wine Seminars @ Conrad Fort Lauderdale Beach
- Drag Brunch (Potentially The Ritz-Carlton, Fort Lauderdale)
- Rock N' Roll hosted by Masaharu Morimoto (Potentially Hilton, Fort Lauderdale)
- Sunset Spritz @ The Gale Fort Lauderdale

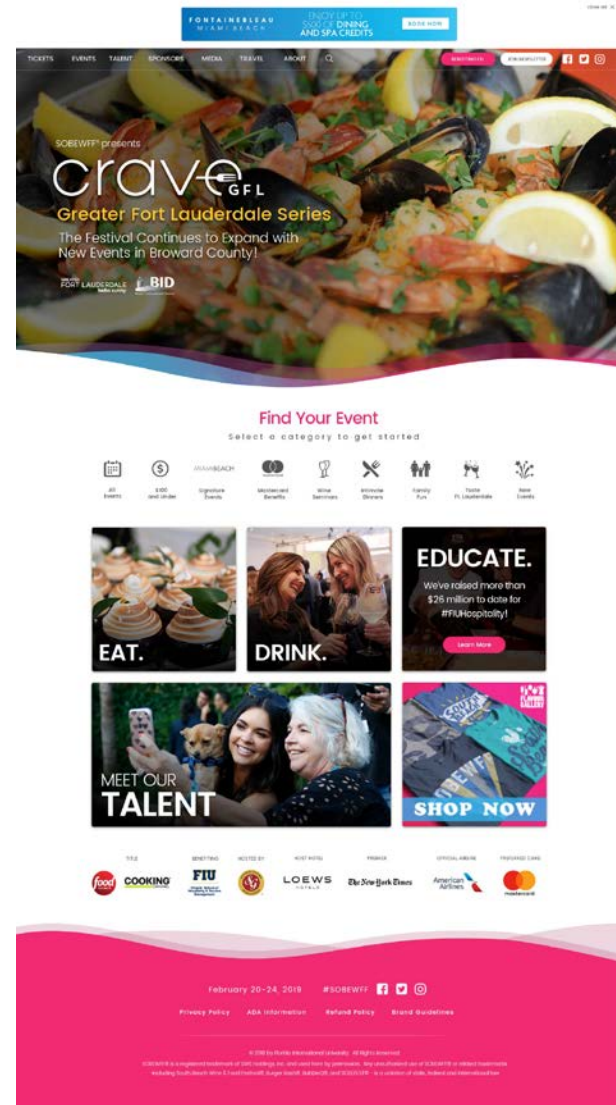
Crave GFL

Greater Fort Lauderdale

2019 Sample Web Banners



2019 Festival Home Page Sample



2019 Sample Street Pole Banners

Event Welcome Signage (30' 'x 40'')

Menu Station Signage (11" x 17")

Crave GFL
GREATER FORT LAUDERDALE SERIES

Laura Padrino
PADRINO'S CUBAN CUISINE
FORT LAUDERDALE, FL
@padrinoscuban

Tropical Ceviche
Fresh Fish, Pineapple, Peppers, Onions
and Cilantro. Perfectly Seasoned for a
Tropical Take on a Classic Seafood Dish

Clambake
HOSTED BY EMERIL LAGASSE & JORGE RAMOS

food COOKING
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Greater Fort Lauderdale

GREATER FORT LAUDERDALE
hello sunny

AVIATION
AMERICAN GIN.

BID
Greater Fort Lauderdale Beach

ChefWorks

CONRAD
FORT LAUDERDALE BEACH

Heineken
LIGHT

iHeart
RADIO

THE MOUNTAIN
VALLEY
SPRING WATER

TRINCHERO
Family Steaks

VENICE

Crave GFL

BOBBY FLAY

food COOKING
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FEB 20-24, 2019
SOBEWFF.ORG

BID GREATER FORT LAUDERDALE
hello sunny

City of Fort Lauderdale

Crave GFL Greater Fort Lauderdale

"Many of the nation's most talented chefs and restaurateurs will flock to Miami, Miami Beach and Fort Lauderdale to eat, drink and educate foodies from around the world." – *Wire magazine (January 2018)*

"In 2016, Broward County welcomed its first – and only – event of the festival. Now the Crave Greater Fort Lauderdale Series counts 11 events within its borders. 'The response over the last three years has been amazing, extraordinary,' Schrager says. 'It's better than we had ever hoped for.'" – *BizBash (February 21, 2018)*

"The epic gourmet gathering, known as the "Super Bowl of chefs" to many in the culinary circle, will feature more than 90 events, star-studded soirees and an expanded Fort Lauderdale "Crave" edition." – *Forbes Travel Guide (February 1, 2018)*



"Eat Up: #SOBEWFF isn't just reserved for the Beach. Head north for the #CRAVE Greater Fort Lauderdale Series for a variety of gourmet gatherings like a clambake hosted by cheflebrities @Emeril and @Chef_Jorge_Ramos, and Andrew Zimmern's @ChefAZ annual #LuckyChopsticks."

Ocean Drive / February 2018

