



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

# **GRANT APPLICATION**

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

Bryan Lilley

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

**a. Registered Business Name:**

Lauderdale Air Show, LLC

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

Fort Lauderdale Air Show

**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:**

Bryan S. Lilley ; Manager

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

Fort Lauderdale Air Show

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

Over the oceanfront, visible free of charge to spectators outside the Event Site from Fort Lauderdale Beach Park to Oakland Park Blvd with Show Center at Birch State Park. The Event Site for VIP and premium viewing tickets will be located from the intersection of Sunrise Blvd and A1A to Northeast 15th Court.

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

**a. Set-up date(s):** May 2-3, 2019

**b. Event date(s):** May 4-5, 2019

**c. Break-down date(s):** May 6, 2019

**7. Hours of Operation:** 9:00 am to 4:00 pm

**8. Projected attendance:** 1 million

**9. Cost to attendees:** Free - Premium View and VIP Tickets optional to purchase

**10. Total Cost of Event:** 750,000 excluding city service costs outside the Event Site



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11. Amount Requested from BID: \$100,000

## **GRANT APPLICATION**

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

City support costs outside the event site (i.e. Police, Fire, Life Guards)

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.

Will be requesting \$50,000 from Beach Redevelopment Authority

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

Aerial exhibition of military and civilian aircraft and parachute teams featuring the U.S. Navy Blue Angels from 12:00 noon to 4:00 pm on Saturday and Sunday of event weekend. Event Site at Birch State Park between Sunrise and NE 15th Court with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets

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.

The event itself is self-sustaining. Due to the unique nature of the event it draws hundreds of thousands of spectators that view the event at no charge outside the Event Site. The grant request is specially to help cover costs for these areas that provide a substantial economic benefit to the business community

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 Lauderdale Air Show is a destination event that generates a significant number of overnight stays from visitors both outside and inside Broward County. In 2017 the event website’s Where-to-Stay page has 14,476 visitors generating significant hotel room nights. This combined with the impact from daily visitors will generate in excess of \$5 million and as much as \$10 million in economic impact based upon previous estimates from city and CVB officials.

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

Detailed website geographics and behavior tracking in addition to a summary of locations from where premium viewing and VIP ticket holders reside from. Media tracking of local, regional and national coverage of 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.

## **GRANT APPLICATION**

The history of the air show in Fort Lauderdale has a significant brand equity and destination appeal. A waterfront air show is one of, if not the highest profile event a waterfront community can host due to the high visibility of its nature. Annually the Fort Lauderdale Air Show draws visitors from around the nation and around the world. The military support of an air show creates a patriotic, inspiring and positive appeal that attracts a higher quality demographic, the core of which is families.

19. 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.

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).

☒ **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.*



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- ☒ **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 exenses 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**

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**BEACH BUSINESS IMPROVEMENT DISTRICT (BID)**

**GRANT APPLICATION**

**APPLICANT'S CONTACT INFORMATION:**

PHYSICAL ADDRESS: 587 WEST EAU GALLE BLVD, SUITE 105

MELBOURNE, FL

ZIP CODE: 32905

OFFICE PHONE: 717-583-0800

CELL PHONE: 321-368-3808

EMAIL ADDRESS: BRYAN@BLILLEY.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

BRYAN S. LILLEY

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Manager

LAUDERDALE AIR SHOW, LLC

COMPANY NAME & APPLICANT TITLE

OCTOBER 16, 2018

DATE SIGNED

NAME: BRYAN S. LILLEY

TITLE: MANAGER

**\*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.**





Fort Lauderdale Beach, Florida





## Show Highlights – A True Community Event

- Major beach event hosted in the shoulder season (first weekend in May)
- Promotes the destination to both local “staycationers” and out of town visitors
- Free show for the public and guests of local beach hotels and restaurants
- Engagement with local schools
- Supports our Military and highlights our community appreciation
- Builds a sense of local community pride as “our signature event”
- Focus on building family-friendly programming and show environment
- Minimize impact on the local community – reduced footprint and traffic

Fort Lauderdale Beach, Florida





## Community Engagement

- **Engaging Broward County students**
  - Performer visits to local schools
  - Donating premium viewing tickets to local youth
- **Community engagement aligned with auxiliary events throughout the week leading up to the show**
  - Co-branded Events Free to the Public on Thursday, Friday and Saturday nights
  - **Larger FREE Viewing Area, Closer to Show Center**



Fort Lauderdale Beach, Florida





## Bringing the show back... What could go wrong?

- **2012 – Headlined by the USAF Thunderbirds**
  - Poor Weather Results in Shortened Saturday Show and Cancelled Sunday Show
- **2013 – USAF Thunderbirds Scheduled to Return**
  - Federal Sequestration Cuts Nationwide Military Support 3 weeks before show
  - All-Star, All Civilian Air Show
- **2014 – Runway Construction at FLL**
- **2015 – A1A Reconstruction due to Hurricane Sandy**

Fort Lauderdale Beach, Florida





## Back on Track – 2 years of Success!

### 2016 – Air Show Returns with the Best Line-Up in the Nation

- Headlined by 3 Jets Teams and the Debut of the F-35
- Excellent weather and packed hotels, restaurants, beaches
- Reconfigured show site to reduce traffic impact
- Air Show Footprint Moved North of Sunrise and A1A, leaving Sunrise Blvd intersection open, limiting Air Show Sponsor Revenue



Fort Lauderdale Beach, Florida





## **2017 – Another Successful Show!**

- Headlined by the Canadian Armed Forces Snowbirds and Top US Military Demonstrations
- More amazing weather and more packed hotels, restaurants and beaches!
- Further Reduced the Air Show's Footprint by Moving Infrastructure to the Beach
- NO ROAD CLOSURE - A1A North of Sunrise open outside of Show Hours for first time
- Limits Mobile Marketing Opportunities Resulting in \$100,000+ of Lost Revenue.

## **2018 – Thunderbirds Cancel One Week Prior**

- Due to Thunderbird jet crash just one month earlier where the pilot was killed

Fort Lauderdale Beach, Florida





## 2018 Geographic and Visitor Info

from FortLauderdaleAirShow.com – May 8, 2017 to May 6, 2018

- ✈ 245,997 sessions
- ✈ 179,324 unique visitors
- ✈ 13,519 **where-to-stay** page visits
- ✈ 8,705 sessions from outside the USA
- ✈ 21,282 sessions from outside Florida
- ✈ 149,337 sessions from inside Florida

### 149,337 Florida visits came from:

- 117,743 from Fort Lauderdale/Miami
- 13,213 from Palm Beach.Ft. Pierce
- 10,579 from Tampa Bay area
- 10,881 from Orlando/Central FL
- 1,364 from Fort Myers/Naples
- 1,038 from elsewhere in Florida

Almost 44,000 sessions in one-day on Saturday, May 5th!

Fort Lauderdale Beach, Florida









# LAUDERDALE AIR SHOW

MAY 4-5, 2019



## Projected Media Exposure

Based on 2017 impressions

- 
- ✈ Print - 10.6 million impressions - \$277,000 AEV
  - ✈ Television - 18.4 million impressions - \$2.4 million AEV
  - ✈ Online - 140.1 million impressions - \$1.3 million AEV
  - ✈ **Total - 179.2 million impressions - \$3.98 million AEV**

Fort Lauderdale Beach, Florida





## Building on success in 2019 and Beyond....

- Blue Angels confirmed to headline 2019 – first performance in over a decade!
- Expanding local student involvement
- Expanding our programming by adding a unique water component
- Targeted advance promotion of event to increase overnight stays
- Continue our focus on growing as a family-oriented event
- New F+B offerings to promote local business including local food and beverage vendors

Fort Lauderdale Beach, Florida





## Increasing Marketing Awareness In Advance of the Air Show

- Media Partnerships
- Blue Angels Winter Visit
- Two Additional Pre Show Performer Media Events will be added
- Enhanced Social Media Campaign
- Pre-show marketing coordination CVB and partner host hotels

Fort Lauderdale Beach, Florida





## 2019 City Support Cost Estimate

Department	Cost of Services
Police	\$142,670.00
Parking	\$13,970.00
Fire EMS	\$55,870.00
Ocean Rescue	\$35,830.00
Parks and Recreation	28,769.00
Total City Support Costs*	\$277,109.00

Estimate is based upon 2016 show actual costs for Police, Fire and Ocean Rescue  
(the last year with a U.S. Military Jet Team headliner)

Fort Lauderdale Beach, Florida





## **Our Request for Support from the Ft Lauderdale BID for 2019**

**\$100,000 to support the cost for city services outside the event site**

Costs for police and fire department personnel to support supplemental beach crowds and visitors

Fort Lauderdale Beach, Florida





Fort Lauderdale Beach, Florida