



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

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

James Arnold

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 of the Americas

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

Beach Festival - Fort Lauderdale Beach Park (Footprint of Tortuga Music Festival)
Parade - SRA1A, Beach Parties - Sebastian Beach

6. List all the dates associated with this event:

a. Set-up date(s): Tuesday, April 21, 2020 (assuming Tortuga site)

b. Event date(s): Tuesday, April 21 - Sunday, April 26, 2020

c. Break-down date(s): Monday, April 27 - Thursday, May 1

7. Hours of Operation: April 24 and 25, 12 pm - 10 pm; Sunday, April 26, 12pm - 8 pm

8. Projected attendance: 350,000 over weekend

9. Cost to attendees: FREE Admission

10. Total Cost of Event: \$1,915,000

11. Amount Requested from BID: \$125,000

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

Stage and Festival Infrastructure Rental, Sound, Production Expenses

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 & Visitors Bureau - \$500,000 pending,
Broward Cultural Division - \$25,000 application in process, Corporate Sponsorships - \$175,000 proposals being circulated, Events (Tickets, Beverage Sales, etc.) - \$1,069,000

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

See attached proposal.

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 is a one-time event that is significantly larger than previous Pride Fort Lauderdale festivals. In 2021, we will return to the traditional Pride Fort Lauderdale event and dates in late February and future funding requests will be in line with previous levels in 2017 (\$20,000), 2018 (\$30,000) and 2019 (\$40,000).

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.

In conjunction with the Greater Fort Lauderdale Convention & Visitors Bureau, we anticipate a total economic impact of more than \$325,419,500, based on predictions of 350,000 participants, with approximately one-third coming from outside the United States for a 5-day stay.

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

See attached documentation.

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.

See attached documentation.

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

See attached documentation.

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 included in all promotional materials, signage, collateral and online marketing materials, consistent with previous acknowledgements for Pride Fort Lauderdale sponsorships.

☒ **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.

☐

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-
- ☒ - 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)

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APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: P.O. BOX 23686

FORT LAUDERDALE, FL

ZIP CODE: 33307

OFFICE PHONE: 754-222-2234

CELL PHONE: 202-528-1275

EMAIL ADDRESS: JW@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

JAMES ARNOLD

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Greater Fort Lauderdale Pride, Inc.

CO-EXECUTIVE DIRECTOR

COMPANY NAME & APPLICANT TITLE

TUESDAY, APRIL 2, 2019

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.**

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PROPOSED SCHEDULE OF EVENTS

Schedule and individual events subject to change.

More than 350,000 visitors from Alaska to Argentina are expected in Greater Fort Lauderdale for the first-ever Pride of the Americas Festival, April 21 – 26, 2020. The six-day event, hosted by Pride Fort Lauderdale and presented by the Greater Fort Lauderdale Convention & Visitors Bureau, will include a full schedule of engaging, educational, and entertaining events:

Opening Ceremonies, Tuesday, April 21

Pride of the Americas will kick-off with a colorful opening ceremony in downtown Fort Lauderdale, featuring delegates from each represented country, dignitaries, and entertainment.

Daily Sunset Concerts, Tuesday, April 21 – Friday, April 24

Talented local, national and international performers will be featured at these casual daily concerts held at the beach festival stage and other venues around Greater Fort Lauderdale.

LGBT+ Performing and Visual Arts Festival, Tuesday, April 21 – Sunday, April 26

This festival, held at world-class venues across the county, will featuring innovating and entertaining performances and exhibitions by local, national and international guest artist.

Business of the Americas Conference, Tuesday, April 21

This compelling conference will provide an overview of what companies are doing to promote inclusion in the LGBT+ workplace and explore opportunities for progress in the Caribbean and Latin America, including a job fair.

Travel Industry Symposium, Wednesday, April 22 – Friday, April 23

This symposium will bring together an audience of travel industry companies, suppliers and top LGBT+ friendly destinations to hear from leaders in the sector and share success stories about what is being done to improve the LGBT+ travel experience and advance LGBT+ issues globally. A public travel expo will conclude the symposium on Friday.

LGBT+ Health and Wellness Conference, Thursday, April 23

In partnership with the World AIDS Museum and Educational Center, internationally-recognized researchers and regional, national and international advocacy organizations, this conference will address the progress and possibilities for LGBT+ health care and the new challenges ahead.

Runway Fashion Show, Thursday, April 23

This gala fashion show will feature designs by Project Runway alumni and local designers, along with entertainment and reception, at the Seminole Hard Rock Hotel & Casino in nearby Hollywood.

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Sanctioned Dance Parties and Social Events, Thursday, April 23 – Sunday, April 26

Make new friends at sanctioned dance parties and other social events for every segment of our community—women, youth, leather/levis, seniors, families, transgender and more!

Pride of the Americas Day of Service, Friday, April 24

Hundreds of Pride of the Americas guests will band together today to build bridges with the less fortunate by volunteering at local charities and social service organizations on this day of service.

Night on the Drive, Friday, April 24

The festivities move to nearby Wilton Manors, the hub of our LGBT+ community and home to one of the nation's largest concentrations of LGBT+ households, for an evening of shopping, dining and entertainment at the many businesses, restaurants and nightclubs along Wilton Drive.

Pride of the Americas Beach Party, Saturday, April 25

Bring your sunscreen for a fun day of sun, sand and surf on Fort Lauderdale Beach. Everyone is welcome!

Drag Brunch and Tea Dances, Saturday, April 25

Get down to the beach early and enjoy drag brunches, tea dances and other sanctioned pre-parade parties all afternoon at restaurants and hotels along the route.

Pride of the Americas Parade, Saturday, April 25

We can't have a Pride festival without a parade! This parade will be special—featuring both local and national entries, as well as international contingents from every country represented at Pride of the Americas.

Pride of the America Beach Festival, Sunday, April 26

More than 350,000 attendees are expected for the Pride of the Americas Beach Festival featuring internationally-acclaimed DJs and recording artists, hundreds of vendors and global food fair. The evening will conclude with the Closing Ceremony and a stunning fireworks display over the beach.



PRIDE OF THE AMERICAS 2020

Greater Fort Lauderdale
April 17–26, 2020



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**Greater Fort Lauderdale Pride, Inc.
D/B/A Pride Fort Lauderdale and
Pride of the Americas**

ADDRESS

P.O. Box 23686
Fort Lauderdale, FL 33307

CONTACT

Miik Martorell, President
754-222-2234
miik@pridefortlauderdale.org

VISIT US

pridefortlauderdale.org
Twitter.com/pridefortlaud
Facebook.com/pridefortlauderdale
Instagram.com/pridefortlauderdale

LEGAL STATUS

Greater Fort Lauderdale Pride, Inc. is a 501(c)3 nonprofit, charitable organization as determined by the Internal Revenue Service and is a registered nonprofit corporation in the state of Florida.

ORGANIZATION

Greater Fort Lauderdale Pride, Inc. is a volunteer run, membership organization with a volunteer board of directors and two part-time co-executive directors.

PRIDE

OVERVIEW

Greater Fort Lauderdale has a unique opportunity to host the very first Pride of the Americas festival in April 2020. This 10-day event, expected to attract more than 350,000 people from Alaska to Argentina, will include cultural and human rights programs, LGBT+ health and lifestyle conferences, an international arts festival and concerts, and a parade.

WHY FORT LAUDERDALE?

Not only is Greater Fort Lauderdale one of the premier tourist destinations in the United States, it is a diverse and welcoming community with one of the largest concentrations of LGBT+ households in the nation, according to the U.S. Census Bureau.

There are hundreds of LGBT+ owned businesses in Greater Fort Lauderdale, including retail boutiques, restaurants, coffee houses and world-famous bars and nightclubs. The Wilton Manors entertainment district is bustling seven nights a week with options for all members of our community, including gay men, lesbians, seniors, people of color, people in recovery and the leather, bear and transgender communities.

Broward County is also the most diverse county in the state of Florida and the second most diverse county in the United States: More than 58 percent of our population are minorities and 32 percent were born in more than 100 countries. Approximately 79 percent of our foreign-born residents are from Latin America, including large communities of immigrants from Cuba, Brazil and Colombia.

Greater Fort Lauderdale is a community that celebrates diversity and inclusion in every way, each and every day, where Pride is our daily way of life. More than 1.5 million LGBT+ travelers from around the world visited Greater Fort Lauderdale last year.

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MAKING A DIFFERENCE

Because South Florida is the gateway to the Caribbean and Latin America. Pride of the Americas 2020 in Greater Fort Lauderdale offers a rare opportunity to attract and engage LGBT+ attendees from Central and South America and, for the first time, the Caribbean.

We are committed to using this celebration to strengthen the LGBT+ communities and the Pride movement in these regions, where sexual minorities are still sometimes ostracized and worse, criminalized, just for being who they are and living their truths.

Our Human Rights Conference, featuring internationally-recognized activists, artists and authors, will focus global attention on the discrimination and persecution our family and friends in these countries face every day.

In addition, we will also partner with local and national health, education and advocacy organizations to spotlight the shared issues faced by LGBT+ youth, families, and seniors, as well as the transgender community.

South Florida is home to the internationally-recognized Stonewall National Museum and Archives, World AIDS Museum and Educational Center, regional AIDS Healthcare Foundation headquarters and dozens of non-profit organizations and agencies providing a wide range of services to the LGBTQ community.

PROPOSED EVENTS

Opening Ceremonies and Concert

Seminole Hard Rock Hotel & Casino, Hollywood

LGBT+ Business Expo

Presented by the Greater Fort Lauderdale LGBT Chamber of Commerce

LGBT+ Arts Festival

Showcasing Regional LGBT+ Theater, Music and Visual Arts Organizations

LGBT+ Health, Education and Opportunities Conference

Partnerships with Local Universities, Local and International Advocacy Organizations, and Corporate Partners

Family Pride

Family Activities planned in Partnership with Museum of Discovery and Science, P-FLAG, and South Florida Family Pride

Southern Comfort Conference

The Largest Transgender Lifestyle Conference in the World

Daily Sunset Concerts

Featuring Local, National and International Performers

Float Fest Beach Party

Bring your Rafts for a Fun Day on the Water at Sebastian Beach

Pride Nights on the Drive

Local Entertainment and Nightlife in Wilton Manors and Oakland Park

Dance Parties and Social Events

Sanctioned Special Events for Diverse Segments of Community

Pride of the Americas Parade and Beach Festival with Fireworks

Signature Events featuring World Class Entertainers on Fort Lauderdale Beach

PARTNER ORGANIZATIONS

It is our vision that Pride of the Americas will touch each and every community in Broward County. In order to execute an ambitious 10-day schedule of events, committed business and community partners will be required. Confirmed and/or proposed partners include:

Government & Public/Private Partnerships

Broward County
Broward County Cultural Division
Broward County Public Schools
City of Fort Lauderdale
City of Wilton Manors
Fort Lauderdale Beach Business Improvement District
Greater Fort Lauderdale Convention & Visitors Bureau

Local Pride Organizations

Florida Youth Pride Coalition
Gay8 "Gay Ocho" LGBT Festival
Miami Beach Pride
Palm Beach PrideFest
South Florida Caribbean Pride
Stonewall Street Festival

LGBTQ+ Organizations

Broward Art Guild
Equality Florida
Gay, Lesbian, Straight Education Network (GLSEN)
Gay Men's Chorus of South Florida
Greater Fort Lauderdale LGBT Chamber of Commerce
International Gay and Lesbian Travel Association
Island City Stage
Lesbian and Gay Band Association

National Gay and Lesbian Chamber of Commerce

Original Fort Lauderdale Gay Men's Chorus

OUTshine LGBT Film Festival

Poverello

Pride Center at Equality Park

Pridelines Youth Services

SAGE – Services and Advocacy for GLBT Elders

South Florida Pride Wind Ensemble

South Florida Symphony

Southern Comfort Conference

Stonewall National Museum and Archives

SunServe

Sunshine Cathedral Metropolitan Community Church

TransSOCIAL

World AIDS Museum and Educational Center

Community Organizations & Businesses

Greater Fort Lauderdale Chamber of Commerce

Key West Business Guild

Riverwalk Fort Lauderdale

RSVP / Atlantis Cruises

Seminole Hard Rock Hotel and Casino

Wilton Manors Entertainment Group

Winterfest Boat Parade

Media

HotSpots Magazine

iHeart Media

NBC Comcast

OUTclique Magazine

South Florida Gay News

Wire Magazine

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MARKETING

Pride Fort Lauderdale has a long and successful relationship with the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB). In 2019, the GFLCVB will be the presenting sponsor of Pride Fort Lauderdale's "Carnaval" celebration and in 2020, a premier level sponsor of the Pride of the Americas.

Integrated Marketing campaigns (Public Relations, Marketing, Advertising on all platforms including digital, broadcast, and social media) are a hallmark of the GFLCVB and form a key element of the Pride of the Americas marketing efforts. From airline partnerships that create marketing gateways throughout all of North America, as well as Central and South America, Europe and the Middle East, to media partnerships that target potential attendees through every step of the purchase pathway, no destination markets better than GFLCVB. Campaigns will be geo-targeted to attract potential attendees, while the awareness campaign will proudly promote Greater Fort Lauderdale as the host of the first Pride of the Americas in 2020.

PRIDE TOUR

Pride Fort Lauderdale, with the support of the GFLCVB marketing campaigns, will promote Pride of the Americas during its annual Pride Tour. In the year leading up to our 40th anniversary celebration on Fort Lauderdale beach, members of the board launched the very first Pride Tour, traveling at their own expense and volunteering for nearly two dozen Pride festivals across the country. In addition to building good will and promoting Pride Fort Lauderdale, the Pride Tour allowed our board members to observe and adapt best practices for our new format on the beach. Pride Fort Lauderdale continued the Pride Tour in 2017 and 2018 and, in 2019 will promote Pride of the Americas at Pride festivals both large and small in the United States, Canada, and Latin America.

The Pride Fort Lauderdale team has traveled more than 165,000 miles and engaged with more than 25 million people in the first three years of the Pride Tour.

MEDIA PARTNERSHIPS

Over the past two years on Fort Lauderdale Beach (and again in 2019), Pride Fort Lauderdale secured key broadcast, print and digital media sponsorships worth tens of thousands of dollars. For an international event, such as a Pride of the Americas, we will expand on these sponsorships and seek new national and international media partners.

Pride Fort Lauderdale will continue its current partnerships with media brands such as iHeart Radio and numerous LGBT+ publications and digital outlets, both domestic and international. Pride Fort Lauderdale will also partner with the GFL-CVB to leverage existing relationships and build new ones, including the CVB's live streaming, web-based network, Visit Lauderdale TV Network.

ONSITE EVENT PARTNERSHIPS/PROMOTIONS

Pride Fort Lauderdale secured a record number of corporate sponsors and non-profit partners. In addition to seeking national and international corporate sponsors, Pride Fort Lauderdale will partner with local promoters, entertainment, sports and cultural venues and organizations to create an exciting, financially viable schedule of events for Pride of the Americas.

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PROJECTED BUDGET

EXPENSES

Staffing \$80,000

ADMINISTRATION \$80,000

Public Relations \$15,000

Advertising (Print & TV) \$130,000

Advertising (Internet) \$100,000

Website/Social Media \$50,000

Printed Collateral \$25,000

MARKETING & PROMOTIONS \$315,000

Opening Ceremonies and Concert \$100,000

Boat Parade \$30,000

Human Rights Conference \$50,000

LGBT+ Education and Health Conference \$25,000

Float Fest on the Beach \$15,000

Pride of the Americas Parade \$250,000

Beach Festival \$750,000

Contingency \$300,000

EVENTS \$1,520,000

TOTAL \$1,915,000



INCOME

Beach Business Improvement District	\$120,000
Greater Fort Lauderdale Convention and Visitors Bureau	\$495,000
(In-kind Advertising & PR Support)	(\$125,000)
Broward County Cultural Division	\$25,000
Visit Florida	\$25,000

GRANTS

\$665,000

Sponsorships	\$150,000
Sponsorships (In-kind)	(\$300,000)
Sanctioned Events	\$25,000

SPONSORSHIPS

\$175,000

Opening Ceremonies and Concert	\$33,500
Boat Parade	\$13,500
Human Rights Conference	\$50,000
LGBT+ Education and Health Conference	\$25,000
Float Fest on the Beach	\$22,500
Pride of the Americas Parade	\$150,000
Beach Festival	\$775,000

EVENTS (Tickets, Beverage Sales, Sponsorships, Donations)

\$1,069,500

TOTAL (excluding In-kind contributions)

\$2,034,500

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FINANCIAL ACCOUNTABILITY

Financial transparency and accountability are the highest priorities for Pride Fort Lauderdale and its Pride of the Americas organizing committee.

Pride Fort Lauderdale is a 501(c)3 charitable organization, as designated by the U.S. Internal Revenue Service. The organization is governed by a volunteer board of directors and operates under standard practices and procedures for non-profit organizations as required by the Internal Revenue Service and state of Florida. Pride Fort Lauderdale's annual IRS Form 990, financial statements and minutes are all posted in a timely manner and available to the public.

The organization follows accepted accounting and reporting practices as required by the Internal Revenue Service and state of Florida, and governed by the Financial Accounting Standards Board. An independent auditor/CPA will be retained to review Pride of the Americas accounts and expenditures and prepare and issue quarterly financial reports.

In addition to operational reserves to support its annual event, Pride Fort Lauderdale has already established a dedicated account to fund start-up costs associated with hosting Pride of the Americas until sponsorships are secured. All sponsorship, sanctioned event and partnership agreements will be clearly outlined in contractual agreements.

RETURN ON INVESTMENT

ATTENDANCE BREAKDOWN

Attendees by Area	Total
Broward Attendees	100,000
Regional Non-Hotel Attendees*	100,000
Domestic Hotel Guests	75,000
International Hotel Guests	75,000
ESTIMATED ATTENDANCE	350,000

*Regional Non-Hotel Attendees are visitors from outside Broward County who will not require a hotel stay.

HOTEL ROOM REVENUE	Domestic	International
Total Guests	75,000	75,000
# of Guests/Room	2	2
Attendee # of Nights	3.5	5
Total Room Nights	131,250	187,500
Average Daily Room Rate**	\$186.65	\$186.65
Room Revenue	\$24,497,813	\$34,996,875
TOTAL ROOM REVENUE		\$59,494,688

**Based on April 2018 average room rate of \$186.65 as posted on CVB website.

ESTIMATED AVERAGE DAILY SPENDING (EXCLUDING HOTEL)

Domestic Hotel Guest	\$151.55***	3.5 Days	\$530.43
International Hotel Guest	\$151.55***	5 Days	\$757.75
Broward and Regional Guests	\$75.78***	3.5 Days	\$265.21

***Spending based on figures from the CVB on LGBT+ visitor spending. Spending is estimated at 50% of Hotel Guests spending, excluding hotel room cost.

TOTAL SPENDING	Total Attendees	Avg. Spending	Total
Broward Attendees	100,000	\$265.21	\$26,521,000
Regional Non-Hotel Attendees*	100,000	\$265.21	\$26,521,000
Domestic Hotel Guests	75,000	\$1,183.70	\$88,777,500
International Hotel Guests	75,000	\$2,448.00	\$183,600,000

ESTIMATED TOTAL ECONOMIC IMPACT **\$325,419,500**





PRIDE OF THE AMERICAS 2020

Greater Fort Lauderdale
April 21–26, 2020

Presented by

GREATER
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

YOUR INVITATION TO JOIN US FOR A ONE-OF-A-KIND CELEBRATION



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Celebrate The Very First Pride of the Americas on Sun-Kissed Beaches

You are invited to join us in South Florida for the very first Pride of the Americas celebration on sunny Fort Lauderdale Beach.

Greater Fort Lauderdale is famous for its 23 miles of Blue Wave–certified beaches. Each year, millions of visitors come for sun and fun.

Our inaugural Pride of the Americas will be unlike any Pride festival you’ve attended:

Most Pride of the America 2020 events will be held on or near our pristine beaches and signature waterways. Guests will have many opportunities to discover why Fort Lauderdale is known as the “Venice of America.”

Pride of the Americas will culminate with a parade down scenic Route A1A along the beach, followed by a massive beach party that is expected to attract visitors from Alaska to Argentina. Spectacular fireworks will light up the shore and surf after the sun finally sets.

07.08.19 BID Regular Meeting

A Special Place Where Diversity Shines and Love Prevails Every Day

Not only is Greater Fort Lauderdale one of the premier tourist destinations in the United States, it is a diverse and welcoming community with one of the largest concentrations of LGBT+ households in the nation.

Broward County is the most diverse county in the state of Florida and the second most diverse county in the United States:

More than 58 percent of our population are minorities and 32 percent were born in more than 100 countries. Approximately 79 percent of our foreign-born residents are from Latin America, including large communities of immigrants from Cuba, Brazil and Colombia.

Greater Fort Lauderdale is a community that celebrates diversity and inclusion in every way, each and every day, where Pride is our daily way of life.

#GreaterTogether

TRANSPORTATION

Our international airports offer direct service from more than 200 cities in the U.S., Canada, Europe, Middle East, Caribbean, and Central and South America, and is served by major domestic and international low-fare carriers.

The new, high-speed Brightline train service connects Fort Lauderdale to Miami and the Palm Beaches and will soon extend to Orlando.

ACCOMMODATIONS

South Florida offers more than 125,000 hotel rooms, many of which are budget-priced. In addition, AirBnB, Mister BnB and other economical accommodations are also available. Guests can build an exciting and affordable vacation around their trip.

SHOPPING AND ENTERTAINMENT

According to the U.S. Census Bureau, Fort Lauderdale and nearby Wilton Manors have among the highest concentrations of same-sex couple households in the nation. Hundreds of LGBT+ owned businesses in Greater Fort Lauderdale, including retail boutiques, restaurants, coffee houses and world famous bars and nightclubs, offer exciting options for all members of our community.

To learn more, go to Sunny.org/LGBT



Special Focus on LGBT+ Health, Education, Employment and Transgender Issues

One of the centerpieces of the first Pride of the Americas 2020 celebration in Greater Fort Lauderdale will be an international conference focused on LGBT+ empowerment in the Caribbean and Latin America.

In addition, we will also partner with local, national and international health, education and advocacy organizations to spotlight the shared issues faced by LGBT+ youth, families, and seniors, as well as the transgender community.

South Florida is home to the internationally-recognized Stonewall National Museum and Archives, World AIDS Museum and Educational Center, regional AIDS Healthcare Foundation headquarters and dozens of non-profit organizations and agencies providing a wide range of services to the LGBT+ community.

Minimal Environmental Footprint and Innovative Conservation Programs

From seagrass to sawgrass, Greater Fort Lauderdale protects its rich environment and unique species, including reefs, manatees and especially sea turtles. Nearly 90 percent of turtle nesting in the U.S. occurs in Florida. What’s more, Greater Fort Lauderdale had a record-breaking sea turtle nesting season in 2018.

As the Pride of the Americas 2020 will occur during turtle nesting season, the sea turtle is a fitting and informal mascot, commemorating this momentous occasion with one of Mother Nature’s most beloved creatures.

We are committed to hosting an event with a minimal environmental impact. Energy and water conservation and waste recycling programs will also be enacted throughout the entire event.

Powerful Opportunity to Promote LGBT+ Rights in the Caribbean and Latin America

South Florida is the gateway to the Caribbean and Latin America. Pride of the Americas 2020 in Greater Fort Lauderdale offers a rare opportunity to attract and engage LGBT+ attendees from Central and South America and, for the first time, the Caribbean.

We are committed to leveraging this celebration to strengthen the LGBT+ communities and the Pride movement in these regions, where sexual minorities are still sometimes ostracized and worse, criminalized, just for being who they are and living their truths.

Our Pride of the Americas LGBT+ Opportunity Conference, featuring internationally-recognized activists, business leaders, artists and authors, will focus global attention on opportunities for progress for our LGBT+ friends who face these daily challenges and offer achievable solutions.

Proposed Events for the first Pride of the Americas 2020 in Fort Lauderdale

- Opening Ceremonies
Downtown Fort Lauderdale
- LGBT+ Business Expo
Greater Fort Lauderdale LGBT Chamber of Commerce
- LGBT+ Arts Festival
Regional, National and International Artists
- OpportunityConference
National and International Advocacy Organizations
- Health, Education and Transgender Programs
Regional, National and International Advocacy Organizations
- Daily Sunset Concerts
Featuring Local, National and International Performers
- Float Fest Beach Party
Bring your Rafts for a Fun Day on Sebastian Beach
- Night on the Drive
Local Entertainment and Nightlife in Wilton Manors
- Runway Fashion Show
Featuring Project Runway Designers at Seminole Hard Rock Hotel & Casino
- Drag Brunch, Dance Parties and Social Events
Sanctioned Special Events for Diverse Segments of Community
- Fort Lauderdale Beach Festival with Fireworks
Signature Events with Anticipated 350,000+ Attendance