



## **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):** April 30 - May 1, 2020

b. **Event date(s):** May 2-3, 2020

c. **Break-down date(s):** May 4, 2020

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

8. Projected attendance: 1 million

CAM # 19-1202

Exhibit 1

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

Page 1 of 17

10. Total Cost of Event: \$863,000 excluding city service costs outside the Event Site



**BEACH BUSINESS IMPROVEMENT DISTRICT (BID)**

**GRANT APPLICATION**

---

11. Amount Requested from BID:      \$100,000.00



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

# **GRANT APPLICATION**

---

**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.**

Sponsorships, Premium Viewing Ticket Sales, Concession Commissions, CVB Funding (\$125,000)

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

Aerial exhibition of military and civilian aircraft and parachute teams featuring the U.S. Air Force Thunderbirds from 12:00 noon to 3:00 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 specifically to help cover costs for these areas that provide a substantial economic benefit to the business community. Since 2016 the focus on reducing the footprint of the event site to mitigate the impact on the community has also substantially mitigated the value of it to commercial sponsors. The only possible opportunity for the show to raise enough commercial sponsorship funding to absorb the support costs outside the event site would be to revert to the original event site footprint where the entire Sunrise A1A intersection is closed west to the bridge and south to Vista Mar. This allows the space necessary for sponsors and mobile marketers to activate at the event.

**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 2019 the event website's Where-to-Stay page has 15,350 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 historical estimates from city and CVB officials.

CAM # 19-1202  
Exhibit 1  
Page 3 of 17



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

# **GRANT APPLICATION**

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.

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 Budweiser, CVB) and an extensive public relations campaign. The 2019 event generated 1.6 billion media impressions globally.

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] agreeing to BID sponsorship 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.*

CAM # 19-1202

Exhibit 1

Page 4 of 17





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

# **GRANT APPLICATION**



☒ **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. Mark [X] if understands and agree with each statement:**

☒ - 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 D'Wayne Spence, 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.

CAM # 19-1202

Exhibit 1

Page 5 of 17



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

# **GRANT APPLICATION**

---

☒ - 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

☒ - The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing a post-event presentation. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



**BEACH BUSINESS IMPROVEMENT DISTRICT (BID)**

**GRANT APPLICATION**

**APPLICANT'S CONTACT INFORMATION:**

PHYSICAL ADDRESS: 478 N BABCOCK STREET, SUITE 701

MELBOURNE, FL

ZIP CODE: 32935

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 30, 2019

\_\_\_\_\_  
DATE SIGNED

NAME: BRYAN S, LILLEY

TITLE: Manager

CAM # 19-1202  
\*ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN A BINDING AGREEMENT, APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT  
Exhibit 1  
Page 7 of 17



# FORT LAUDERDALE AIR SHOW



CAM # 19-1202  
Exhibit 1  
Page 8 of 17

## PRESENTATION TO THE FORT LAUDERDALE BID



# FORT LAUDERDALE AIR SHOW

## 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

CAM # 19-1202  
Exhibit 1  
Page 9 of 17

# FORT LAUDERDALE BEACH, FLORIDA



# FORT LAUDERDALE AIR SHOW

## Community Engagement

**Supported multiple local charities**

- ★ Crockett Foundation
- ★ WC Handy Foundation Inc.
- ★ Boys and Girls Club



CAM # 19-1202  
Exhibit 1  
Page 10 of 17

# FORT LAUDERDALE BEACH, FLORIDA





# FORT LAUDERDALE AIR SHOW

## **It has been a challenging flight!**

2012 – Thunderbirds headlined, short shortened Saturday, cancelled Sunday by weather

2013 – Thunderbirds scheduled, sequestration cancelled nationwide military air show support

2014 – Could not host show due to airport runway construction

2015 – Could not host show due to A1A reconstruction because of Hurricane Sandy damage

2016 – Air Show a big success, 3 jet demo teams and the debut of the F-35

2017 – Another successful year, Snowbirds headlined, great weather

2018 – Thunderbirds scheduled, cancelled due to crash and pilot death one month before

2019 – Blue Angels headlined, successful show, financial challenges due to forecast and loss of Ford



# FORT LAUDERDALE AIR SHOW

## 2019 Geographic and Visitor Info

from FortLauderdaleAirShow.com - May 7, 2018 to May 6, 2019

- ✈ 326,823 sessions
- ✈ 219,980 unique visitors (users)
- ✈ 15,350 **where-to-stay** page visits
- ✈ 13,776 sessions from outside the USA
- ✈ 43,615 sessions from outside Florida
- ✈ 269,432 sessions from inside Florida

### 269,432 Florida visits came from:

- ✈ 206,074 from Fort Lauderdale/Miami
- ✈ 24,208 from Palm Beach.Ft. Pierce
- ✈ 19,660 from Tampa Bay area
- ✈ 14,472 from Orlando/Central FL
- ✈ 3,100 from Fort Myers/Naples
- ✈ 1,918 from elsewhere in Florida

Significant traffic from outside the country, state and the county

CAM # 19-1202  
Exhibit 1  
Page 12 of 17

# FORT LAUDERDALE BEACH, FLORIDA



# FORT LAUDERDALE AIR SHOW

## Host Hotels



### GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU

The best place to stay during air show weekend is where the performers stay, at one of our host hotels! It's your best chance to meet some of the pilots, get an autograph or even snap a selfie. The Fort Lauderdale Air Show sponsored by the Greater Fort Lauderdale Convention and Visitors Bureau is proud to partner with the hotels listed below to host the flight team performing at this year's event. Turn air show weekend into a fabulous vacation or staycation experience during the Fort Lauderdale Air Show and enjoy special rates for air show weekend.

#### SONESTA FORT LAUDERDALE



0.7 miles from Show Center!

#### Atlantic HOTEL & SPA



1.0 miles from Show Center!

#### CONRAD FORT LAUDERDALE BEACH



1.1 miles from Show Center!

#### Deliaan Grand BEACH RESORT



1.3 miles from Show Center!

#### The Ritz-Carlton FORT LAUDERDALE



1.6 miles from Show Center!

#### BahiaMar RESORT FORT LAUDERDALE BEACH



2.3 miles from Show Center!

CAM # 19-1202  
Exhibit 1  
Page 13 of 17

# DRIVING DESTINATION VISITORS AND HOTEL STAYS

# FORT LAUDERDALE AIR SHOW

## Media Exposure

2019 FORT LAUDERDALE AIR SHOW

- ★ Print - 1 million impressions  
Compared to 2018's: 2.9 million impressions
- ★ Television - 8.8 million impressions  
Compared to 2018's: 1.2 million impressions
- ★ Online - 1.61 billion impressions  
Compared to 2018's: 247.7 million impressions
- ★ **Total - 1.62 billion impressions**

Every tracked impression included "Fort Lauderdale"

CAM # 19-1202  
Exhibit 1  
Page 14 of 17

# FORT LAUDERDALE BEACH, FLORIDA



# FORT LAUDERDALE AIR SHOW

## SATURDAY NIGHT FLIGHT SUIT SOCIAL AT FXE



## FRIDAY NIGHT TAKE OFF PARTY ON LAS OLAS



CAM # 19-1202  
Exhibit 1  
Page 15 of 17

## EVENING SOCIAL EVENTS



# FORT LAUDERDALE AIR SHOW

## Municipal Support Cost Detail

Department	Cost of Services
Police	\$99,367.50
Parking	\$12,902.00
Fire EMS	\$45,744.11
Ocean Rescue	\$16,735.17
Parks and Recreation	\$26,454.32
<b>Total Municipal Support Costs</b>	<b>\$201,203.10</b>

The majority of municipal costs are to support the free viewing areas on Fort Lauderdale Beach

# FORT LAUDERDALE AIR SHOW



## 2020 BID Support Request

\$100,000 to cover a portion of the municipal support costs for the free viewing areas where the majority of the spectators enjoy the event

CAM # 19-1202  
Exhibit 1  
Page 17 of 17

**REQUEST FOR BID SUPPORT FOR 2020**