



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 presented by Capital One

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 presented by Capital One

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

Varies - current plans include Ritz-Carlton Fort Lauderdale, Hilton Fort Lauderdale Beach Resort, S3 and Conrad Fort Lauderdale Beach

6. List all the dates associated with this event:

a. **Set-up date(s):** 2/19/2020 - 2/23/2020

b. **Event date(s):** 2/20/2020 - 2/23/2020

c. **Break-down date(s):** 2/20/2020 - 2/23/2020

7. Hours of Operation: Varies

8. Projected attendance: Approximately 1,000 guests across events

9. Cost to attendees: \$100-\$250/pp

10. Total Cost of Event: A complete budget breakdown is not finalized, but current estimates put the costs for these events at \$300,000 to produce.



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11. Amount Requested from BID: \$75,000



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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 \$125,000-\$250,000 in prior years). For this reason, it is likely the only events that the Festival will be producing in Broward County will be in the designated Beach Improvement District. The Festival will work to secure funding via sponsorship dollars from wine, spirits, food and luxury brands in exchange for exposure 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 2020:

Three (3) intimate, seated dinners at Burlock Coast in Ritz-Carlton Fort Lauderdale, S3 and Terre Mare at Conrad Fort Lauderdale Beach.

A large-scale, walk-around tasting event (Drag Brunch) hosted by a notable chef/culinary personality at the Hilton Fort Lauderdale Beach Resort. This event will be collaboration with PRIDE FTL but separate from their event taking place later in the year.

A mid-sized tasting event with celebrity chef host at TBD location

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. Without funding from the Greater Fort Lauderdale CVB, we are hoping to reinvent our programming in Broward County to be focused on Fort Lauderdale Beach and the incredible hotels, restaurants and atmosphere offered there. In the first year of producing events exclusively in one area of Broward County, we are optimistic that continued collaborative efforts in marketing, media and sponsorship sales will help us to strong ticket sales and continued media attention.



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- 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.**

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 Fort Lauderdale Beach as a culinary destination, and impact spending in Fort Lauderdale Beach 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 2019, the Festival drew more than 65,000 guests with ticket purchasers originating from 49 states and 19 countries. With national and international media recognition, and having been named the #1 food and restaurant industry event in the United States by BizBash six years in a row, the Festival has an existing reputation for drawing both consumer and industry-driven attention to its events. February 2020 will mark the 19th annual edition of the Festival, continuing to feature a special selection of events in Fort Lauderdale. A complete recap of the 2019 Festival can be found at: <http://corporate.sobewff.org/sponsorship/>, 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.**

In 2019, print and out-of-home promotional assets that included the BID logo and promoted the Fort Lauderdale series of events garnered 123,993,000 media impressions and were valued at \$53,379.00. Examples of these assets and breakdown of impressions/value can be found at: (https://www.dropbox.com/sh/7574vbtgrg9b6hb8/AAAluFo0xb0yclel_pIAnEe2a?dl=0). Additionally, the Fort Lauderdale series of events during the 2019 Festival remained a priority for media relations efforts - garnering 531,712,235 tracked impressions via more than 100 press clips that can be found at the following link for reference: <https://www.dropbox.com/sh/5gbw4a0l4xj77om/AAAwFRwmYkusTuQPZMgIhCpaa?dl=0>. For the



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2020 series of Festival events in the BID, the Festival would utilize similar promotional tactics - including print and out-of-home marketing avenues. Additionally, the series would continue to be marketed digitally to Festival consumers through its Juicy Tidbits e-newsletter (380k subscribers - 2019 example here: <https://2019.sobewff.org/newsletter/december-11-2018/>), as a featured section of the printed Official Guide to the Festival (275k copies printed/700k+ readership - 2019 example in first Dropbox link provided above) and as a featured category on its website (2019 website garnered more than 517k visits with more than two million pageviews - overview on pages 40/41 of recap located at <https://corporate.sobewff.org/recap/>). Furthermore, the Festival will continue to leverage its larger partnership with iHeartRadio to drive awareness surrounding the Fort Lauderdale series of events through select, targeted ticket giveaways (see example from 2019 in first Dropbox link provided above).

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).

In 2020, the Festival is proposing to rename the event series with My Fort Lauderdale Beach as the presenting sponsor (exact name to be mutually agreed upon) to highlight that the focus of the event series is in Fort Lauderdale Beach. The presenting sponsorship of the series will provide BID with a greater level of exposure throughout the Festival and branding will be included anywhere the series is mentioned.

The BID logo will appear on multiple materials in recognition of their support of the events produced in Fort Lauderdale Beach. This includes but is not limited to:

- Logo recognition on the Festival website within the title of the event series
- 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 event series pages and 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, taxi tops, advertisements, etc.

☒ **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.



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- ☒ **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 exenses detailed in question 12.



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☒ - 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 PRESENTED BY CAPITAL ONE

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.**



COOKING CHANNEL

SOBEWFF

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FEATURING

Anne Burrell
David Burtka
Giada De Laurentiis
Tyler Florence
Alex Guarnaschelli
Neil Patrick Harris
Robert Irvine
Adam Richman
& Many More

\$28M+
RAISED TO DATE

FIU

Florida International University
School of Hospitality & Tourism Management

TICKETS ON SALE NOW

FEB 20-24, 2019 | SOBEWFF.ORG | mastercard Preferred Card

TITLE	HOSTED BY & BENEFITING	OFFICIAL AIRLINE	HOST HOTEL	PREMIER
COOKING CHANNEL	FIU Florida International University School of Hospitality & Tourism Management	American Airlines	LOEWS HOTELS	Bank of America The New York Times
ABSOLUT GRAPEFRUIT	Baptist Health	CASAMIGOS Tequila	Clief Works	CONRAD HOTELS
EDEN ROC	JUNGLE ISLAND	METRO SIGNS	nulo	PROTRAVEL
Total Wine & MORE	I. HALPER PRINT & SUPPLIES INC.	FERGUSON	FLAVOUR GALLERY	FLORIDA DAIRY FARMERS
JAMAICA	JETRO	J&M	DE GROSSO	Martin's
MELISSA	MEZZACORONA	QUINTA PILA	RUFFINO	

Continued supporters as of November 2018





2019 SOBEWFF - BID Events Financial Statement

REVENUES:

Ticket Sales	107,822
Corporate Sponsorship*	224,846
TOTAL REVENUE	332,668

EXPENSES:

Audio Visual Rental	11,752
Lighting/Staging/Sound	5,405
Décor / Stage **	9,524
Entertainment/Music	6,700
Menus/Maps	3,612
Signage	3,575
Event Management ***	20,250
Registration Manager	3,000
Security	5,500
Event Manager(s)-Assistants	5,250
FOH Labor	1,250
Food Costs (Restaurants/Venue)	56,993
Staff/Student/OPS Meals	1,800
Tasting Notes & Mats	150
Disposables & Dry Goods	4,718
Ice	2,250
Equipment Rentals	4,850
Transportation ****	18,675
Air Travel****	28,575
Photographers	5,750
Outdoor Advertising *****	6,000
Street Poll Banners *****	12,379
Design Consultant *****	16,000
Email database management^	5,250
Press Clipping Service ^	4,234
Press Releases - News Wires ^	8,253
Sprout Social ^	2,255
TV Coverage Monitoring ^	2,200
Airport Transfers	4,575
VIP Car Service	4,700
Inventory Warehouse Management	6,800
Sponsor Fulfillment + Support	8,000
Hotel Rooms (OPS & Staff)	10,550
Hotel Rooms (Student Associates)	4,500
Credentials/Wristbands/Stickers	2,250
TOTAL EXPENSES	297,525

NET INCOME	35,143
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Notes

- * Includes \$74,846 from BID
- ** BID Invoice \$5,424 & \$1,800
- *** BID Invoice \$10,000
- **** BID Invoice \$13,675
- ***** BID Invoice \$2,000
- ***** BID Invoice \$12,379
- ***** BID Invoice \$15,100
- ^ BID Invoice \$14,468

EAT. DRINK. EDUCATE.
30M+
BENEFITING

FIU | Chaplin School of
Hospitality & Tourism
Management

crave  GFL
Greater Fort Lauderdale Series



COOKING
CHANNEL

SOBEWFF.

PRESENTED BY *Capital One*



CAM #20-0079
Exhibit 1
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FEBRUARY 19-23, 2020 | SOBEWFF.ORG

SOBEWFF® Snapshot Today



February 2020 will mark the **19th** annual Festival



\$30+ million raised to date for FIU



14 full-time FIU employees run the Festival year-round
(including **5** FIU Alumni)



110+ events over 5 days



65k+ attendees



450+ chefs, winemakers,
spirits producers &
lifestyle personalities



\$34+ million estimated
economic impact on
Miami-Dade County



3+ billion
marketing/media impressions

CRAVE GFL Series presented by Capital One® at SOBEWFF® 2019

For the last five years, the 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 2019, we produced 22 events in the BID, drawing more than 5,300 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, Alex Guarnaschelli, Elvis Duran and many more.



CRAVE GFL Series Outdoor Marketing & Print Advertising

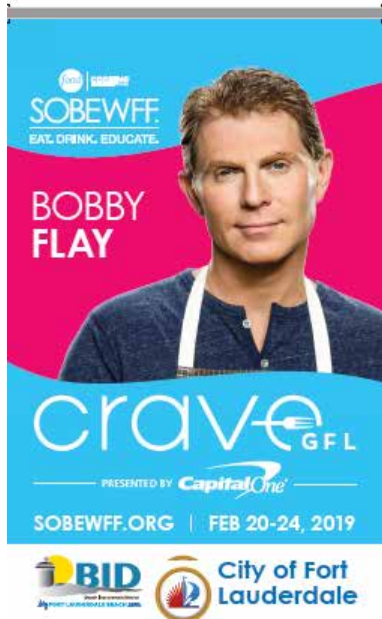
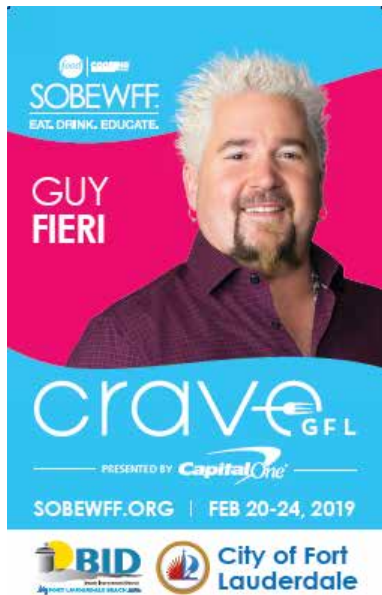
Print Ad Indulge Magazine

Medium	Total Impressions	Dollar Value
Print	1,248,000	\$ 18,500.00
Out of Home	122,745,000	\$ 34,879.00
	123,993,000	\$ 53,379.00

- Street Pole Banners
 - 70 Street Pole Banners in Fort Lauderdale
 - 1/25/2019 - 2/25/2019
 - 109,680,000 Eyes-On Impressions
- Taxi Tops
 - 100 taxi tops in Fort Lauderdale
 - 1/28/2019 – 2/24/2019
 - 13,065,000 Eyes-On Impressions

Street Pole Banners

Taxi-Tops



SOBEWFF® 2019 Public Relations Outreach

Through the Festival's PR outreach, Fort Lauderdale events garnered 531,712,235 tracked impressions via more than 100 press clips.

SEEN & HEARD

People heard about the Festival's 18th year from a variety of print, broadcast and digital outlets as a result of an integrated public relations campaign led by The Door | an idea house and Brustman-Carino Public Relations. A sampling of outlets who covered the Festival include:

American Way	Miami New Times	SPOON University
Associated Press	MONET INC.	Sun Sentinel
BaBash	Napa Sonoma Insider	The Daily Beast
Celebrated Living	NBC TODAY Show	The Daily Palate
Elly Duran and The Morning Show	OK!	The Miami Herald
Food Network	Palm Beach Illustrated	The New York Post
Forbes	PEOPLE	THR33TY
INDULGE	PureWow	US Magazine
Lifestyle Media Group	Restaurant Inc.	Wine Spectator
MIAMI magazine	Southern Beverage Journal	WIRE Magazine

66 "The annual five-day South Beach Wine & Food Festival has more than 100 events across Miami-Dade, Broward and Palm Beach counties... Ludacris, Rev Run and Cassadee Pope are among the entertainers performing."

Associated Press
February 22, 2019

44 | Join us again February 19-23, 2020 | #SOBEWFF

Latin American Coverage

Secured coverage from Latin media outlets also expanded the eyes and ears exposed to the Festival's 18th year, including:

Achei USA Brazilian Newspaper	Diarios Las Americas	Seisecta
Acontece Magazine	EFE News Services	Telemundo Network
Avior Air	El Nuevo Herald	Volants
D'Iarios magazine	El Sentinel	



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Cat Country 107.1
Published by Tomarah Davis (1) · February 11 ·

The star-studded Food Network & Cooking Channel South Beach Wine & Food Festival celebrates its 18th edition February 20-24, 2019! Don't miss this gourmet gathering and expanded line-up for its featured #CRAVEGFL Series, which has helped raise over \$25 million to date for the Chaplin School of Hospitality & Tourism Management at Florida International University. EAT. DRINK. EDUCATE. with #CRAVEGFL at #SOBEWFF. <http://bit.ly/2NAGsz6>



JOIN US AT #SOBEWFF
FEB 20-24, 2019

2020 Presenting Sponsorship & Proposed Events

In 2020, the Festival is proposing to rename the event series with My Fort Lauderdale Beach as the presenting sponsor (exact name to be mutually agreed upon) to highlight that the focus of the event series is in Fort Lauderdale Beach. The presenting sponsorship of the series will provide BID with a greater level of exposure throughout the Festival and branding will be included anywhere the series is mentioned.

The 2020 Festival will take place February 19-23, 2020. We anticipate producing approximately five (5) events at venues located in the BID.

Tentative Events for the 2020 Series presented by My Fort Lauderdale Beach, taking place in the BID include:

- Three Intimate Chef-Driven Dinners at S3, Burlock Coast and Terra Mare @ Conrad Fort Lauderdale Beach
- Drag Brunch @ Hilton Fort Lauderdale Beach
- Mid-sized evening tasting event hosted by Jeff Mauro (Venue TBD)

Requested Funding: \$75,000



2020 Presenting Sponsorship Assets

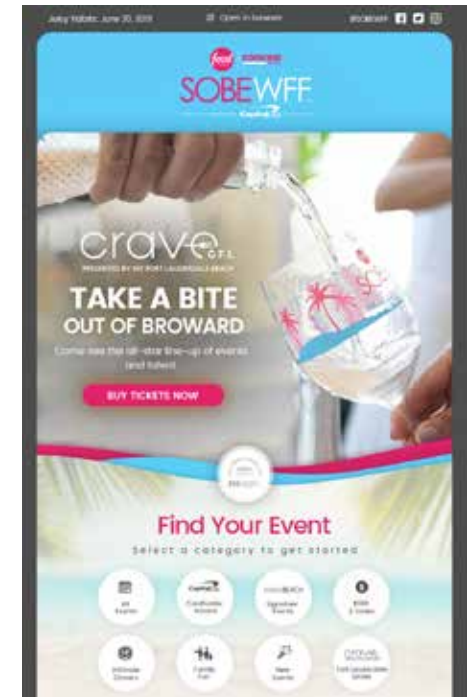
Web Banners



Street Pole Banners



E-Newsletter



EAT. DRINK. EDUCATE.

100% of the net proceeds from SOBEWFF®
benefit FIU

Website Launch: September

Tickets On Sale: October