



**CITY OF FORT LAUDERDALE**  
**COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA**  
**EVENT FUNDING APPLICATION FORM**

**INSTRUCTION:**

*FILL IN ANSWERS TO QUESTIONS 1 THROUGH 12.*

**1. NAME OF EVENT:**

13th Street Craft Beer & Wine Festival with Car Show

**2. LEGAL NAME OF APPLICANT (LAST NAME, FIRST NAME):**

Curtis, Barry

**3. IF COMPANY, ORGANIZATION, OR ASSOCIATION IS PRODUCING THE EVENT, PROVIDE THE NAME AS LISTED IN SUNBIZ.ORG AND PROVIDE NAME AND POSITION OF INDIVIDUAL, AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY.**

Central City Alliance, Inc.  
Barry Curtis, President

**4. LOCATION OF EVENT (PROVIDE DESCRIPTION & LOCATION MAP SEPARATELY):**

NE 13th Street, Fort Lauderdale FL 33304  
(East side of NE 5th Terrace to West side of NE 8th Avenue)

**5. TOTAL COST:**

A complete budget breakdown is not yet finalized, but current estimates put the costs at \$30,000 to produce.

**6. DOLLAR VALUE AMOUNT BEING REQUESTED (INDICATE WHAT FUNDS WILL BE USED FOR):**

\$20,000 will be used for costs associated with producing, marketing and promoting this Festival; including infrastructure costs, permitting, entertainment enhancement and outdoor signage. Specifically, we would like to hire a Marketing & Promotions firm to professionally market this event.



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**7. LIST OTHER REVENUE SOURCES:**

*(IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, STATUS OF REQUESTED FUNDS. ATTACH A NARRATIVE IF NECESSARY.)*

At the time of this application, the Festival is not receiving any additional funding. The Festival will work to secure funding via sponsorship dollars from local businesses/brands in exchange for exposure at this event. The solicitation of these sponsorships has just begun and will be minimal compared to the amount requested.

**8. PROPOSED ACTIVITIES** *(ATTACH A NARRATIVE IF NECESSARY):*

This year's Festival will mirror last year with the following: <sup>3</sup> blocks of closed streets in the hip revitalized 13th Street Corridor, DJ, Live Entertainment (music, dancers) on stage, Demonstrations, Local Pet Rescues, Classic Car Show, 50+ Vendor Booths, Kids Activity & Play Area, 14+ Breweries & Wineries offering sampling, CycleParty (roaming bicycle powered TikiHut), Artisan Market, Vote for your Favorite Beer/Wine/Car, local shops offering specials... and ample free parking.

**9. PROJECTED ATTENDANCE:**

2,000

**10. COST TO ATTENDEES:**

General Admission is FREE. Purchase a wristband for Craft Beer & Wine Sampling. \$30 Jan purchase, \$35 February purchase, \$40 March to day of event.

**11. DATE(S) OF THE EVENT:**

Saturday March 7, 2020

**12. HOURS OF OPERATION:**

4-8 pm with ample time for set up and clean up on either end.





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**QUESTION (13 – 17).** ATTACH A SEPARATE NARRATIVE IF NECESSARY.

- 13. CRA EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE “SEED” MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS. 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 community driven organization, it will always be a goal of the Central City Alliance to donate a large portion of the Net Proceeds from the Festival to a local charity. In addition, the CCA will always strive to have Free General Admission at the Festival to benefit the larger Broward County community. That said, the CCA will always seek outside funding sources to produce a high quality event while providing a maximum donation/benefit to a local non-profit organization. We are optimistic that continued collaborative efforts in marketing, media and sponsorship sales will help us to obtain strong ticket sales. Business plan attached.

- 14. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETING/ADVERTISED.**

Similar to last year, the Central City Alliance will utilize print and digital marketing and social media to promote its Festival. This year we would like to include radio advertising. Digital marketing and social media drives Festival attendance and general “buzz”, defined as word of mouth + word of mouse *mouth* has proven most effective. Specifically EventBrite, the GOapp and Groupon were utilized to target a wider audience, creating well over 12,000+ page views through event discovery and direct traffic. By securing a Marketing & Promotions firm, we will have a more dedicated, thorough platform to attract more visitors.



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**15. EXPLAIN HOW THE PROPOSED EVENT IMPROVES THE IMAGE AND PROFILE OF THE CENTRAL CITY CRA?**

The re-development of 13th Street and the mission of the Central City CRA are well aligned. With an emphasis on community building, public improvements and business development initiatives, the partnership between the CCA ' s 13th Street Festival and the Central City CRA is seamless.

Specifically, the Central City Alliance ' s 13th Street Festival will be an opportunity to showcase the renovations that can be directly credited to the Central City CRA. Attendees, potential investors, neighbors, shoppers and other populations will see first hand how desirable it is to invest in the Central City CRA. Awareness will be increased regarding how the Central City CRA directly contributes to this community.

Having the CRA represented in all marketing efforts facilitates their desire to foster dynamic and vibrant environments and support economic opportunities in our community. This partnership will leverage resources and contribute to the overall mission of the Central City CRA.

**16. DISCUSS IN DETAIL THE POSITIVE IMPACT(S) THE PROPOSED EVENT WILL HAVE FOR THE CENTRAL CITY REDEVELOPMENT AREA AND HOW IMPACT(S) WILL BE MEASURED AND REPORTED TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB) UPON COMPLETION OF THE EVENT.**

Having the Central City CRA logo included in the Festival ' s marketing and promotional platform will increase visibility. While the Central City CRA is a vital piece of Fort Lauderdale ' s redevelopment and revitalization, many people are unaware of it. The Festival is an opportunity for the Central City Alliance to share the spotlight with an organization that provides so much to our community, allowing it to shine brightly for all to see. Post-Festival, we will provide proofs of marketing and promotional materials that included the Central City CRA logo.





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**CENTRAL CITY REDEVELOPMENT AREA EVENT FUNDING TERMS**

**17. DESCRIBE HOW THE CENTRAL CITY CRA SPONSORSHIP WILL BE INCLUDED IN ADVERTISING AND MARKETING PLANS FOR THE EVENT; PROVIDE PROOF WHERE APPLICABLE.**

The Central City CRA logo will be included in a variety of marketing and promotional materials, giving greater exposure and branding. This includes but is not limited to:

Logo recognition on event specific pages (digital & print)  
Logo recognition on promotional materials (T-shirts, wristbands, cups)  
Logo recognition on social media  
Logo recognition on placards at Car Show

**❖ ITEMS (A - D) BELOW ARE REQUIRED:**



**A. CRA LOGO**

*SHALL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT AND IN PROPORTION WITH/OTHER SPONSORS AT SIMILAR LEVELS, INCLUDING RADIO, TV, PRINT, ONLINE AND EVENT SITE VIA BANNERS AND STAGE ANNOUNCEMENTS.*



**B. PROVIDE OPPORTUNITY FOR CRA BOOTH OR INFORMATION GIVE AWAY:**

- *10X10 FOOTPRINT AT THE EVENT. THE CRA WILL BE RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OF RENTAL) AND STAFFING FOR ITS FOOTPRINT.*
- *AGREE TO DISPLAY INFORMATION RACK CONTAINING CRA INFORMATION FOR PUBLIC TAKE- AWAY. THE CRA WILL BE RESPONSIBLE FOR PROVIDING DISPLAY RACK PRIOR TO EVENT AND PICKING-UP DISPLAY RACK AND ANY LEFT-OVER INFORMATIONAL PIECES NOT USED.*



**C. PROVIDE POST-EVENT PRESENTATION TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD REGULAR MEETING.**



**D. COMPLETE NEW VENDOR REGISTRATION FORM AND W-9. BOTH WILL BE USED IF APPLICATION IS APPROVED FUNDING.**



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CONTACT INFORMATION	
NAME OF APPLICANT	Barry Curtis
NAME OF COMPANY/ORGANIZATION	Central City Alliance
POSITION/TITLE OF APPLICANT	President
PHYSICAL ADDRESS	690 NE 13th Street
ZIP CODE	Fort Lauderdale 33304
OFFICE PHONE NUMBER	954-530-3518
MOBILE NUMBER	
EMAIL ADDRESS	info@centralcityalliance.org

APPLICANT SIGNATURE

|

DATE SIGNED



	<u>2019 Actual</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
<b># Attendees</b>	1500	1995	2195	2414
Ticket Sales	\$20,840	\$27,717	\$30,489	\$33,538
Sponsorship	\$4,500	\$5,985	\$6,584	\$7,242
CRA Grant	\$0	\$20,000	TBD	TBD
<b>Total Revenue</b>	<b>\$25,340</b>	<b>\$53,702</b>	<b>\$37,072</b>	<b>\$40,780</b>
<b>Expenses</b>				
Advertising	\$1,599	\$2,127	\$2,339	\$2,573
City/County/State Fees	\$1,420	\$1,889	\$2,077	\$2,285
Insurance	\$874	\$1,162	\$1,279	\$1,407
Production Services	\$1,700	\$2,261	\$2,487	\$2,736
Supplies	\$2,887	\$3,840	\$4,224	\$4,646
Rentals	\$3,233	\$4,300	\$4,730	\$5,203
Beer & Wine	\$2,434	\$3,237	\$3,561	\$3,917
PR Firm		\$10,000	\$11,000	\$12,100
Misc	\$1,000	\$1,330	\$1,463	\$1,609
<b>Total Expenses</b>	<b>\$14,147</b>	<b>\$28,816</b>	<b>\$31,697</b>	<b>\$34,867</b>
<b>NET PROFIT</b>	<b>\$11,193</b>	<b>\$24,887</b>	<b>\$5,375</b>	<b>\$5,913</b>
Charity Distribution	\$5,000	TBD	TBD	TBD

**2023**

2655
\$36,892
\$7,966
TBD
<b>\$44,858</b>
\$2,831
\$2,514
\$1,547
\$3,009
\$5,111
\$5,723
\$4,309
\$13,310
\$1,770
<b>\$38,353</b>
<b>\$6,504</b>
TBD



# 13th Street Craft Beer & Wine Festival with Car Show



March 7, 2020  
Presented by Central City Alliance

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# SUMMARY



## Summary:

Since the dawn of the 13th Street rebirth, *community* has been it's theme. In fact, long before the recent development, locals banded together to make the neighborhood a safer place. To solidify this feeling of *community* and inclusion into the 13th Street brand, a permanent art display was installed in the central traffic circle. Designed by local artists and titled the *Unity Beacon*, this beautiful structure serves as a shining example for all neighborhoods.

It is this spirit and enthusiasm that has drawn new investments and vital businesses to the 13th Street corridor. In just a short time, the Central City Alliance and it's neighborhood has hosted several successful events and created quite a buzz in Fort Lauderdale. Each event has drawn a large number of attendees and as a result, more vendors seem eager to participate.

Last year's *13th Street Craft Beer & Wine Festival with Car Show* was a first annual event for the Central City Alliance and tremendous success. With no history to rely on, projections were optimistic yet realistic. All expectations were exceeded. Attendance topped 1500; vendors were ecstatic. It was a picture perfect Fort Lauderdale day and enjoyed by all.

For the second year, the Central City Alliance brings it's Festival with an exciting and expanded array of events to the 13th Street corridor. Based on the trends we have witnessed, we anticipate drawing more than 2,000 unique visitors to this year's Festival.

As a direct result of last year's success, the Central City Alliance was able to donate 50% of the net proceeds to a local charity. H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.





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## EVENT FEATURES

## Event Features:

- Classic Car Show
- Local breweries & wineries sampling
- Food Trucks
- Artisan's Market, including over 50 vendor booths
- Live Music and demonstrations
- DJ
- Hot new District 13 area with creative retail/shops
- Kid's activities and play area
- Vote for your favorite Beer, Wine, and Classic Car
- 6 blocks of street closed off
- Ride CycleParty (roaming bicycle-powered Tiki Hut Bar)
- Convenient location near downtown Ft. Lauderdale
- Free parking
- General Admission is FREE

Saturday, March 7nd, 4-8pm!

NE 13th Street will be closed to motor traffic from NE 5th Terrace all the way to NE 8th Avenue.

Purchase a wristband for Craft Beer and Wine sampling from area brewers and purveyors. Wristband purchases include voting ballots to choose the best beer, wine and cars of the day!

\$30 purchased in January 2020

\$35 purchased in February 2020 to March 6

\$40 Day of Event, Saturday, March 7th

General Admission is FREE



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# MARKETING





## Marketing:

Similar to last year, the Festival will utilize print and digital marketing and social media. This year we would like to include radio advertising. iHeartRADIO and 102.7 The Beach seem like natural audio venues for the Festival. Digital marketing and social media drives Festival attendance. General “buzz”, defined as word of mouth + word of mouse has proved most effective.

Specifically EventBrite, the GOapp and Groupon were utilized to target a wider audience, creating well over 15,000+ page views through event discovery and direct traffic. In addition, we were able to track gender, age and geography statistics, allowing us to better tailor our efforts at this year's festival. For example, some Groupon sales statistics were:

- 55% of sales were aged 26-35
- 63% of overall sales came from women
- 7% of sales came from zip code 33304

Soliciting sponsors and vendors becomes more targeted when you can explain the demographic you are potentially selling to. These statistics not only make sense but are easy to translate for sponsorship and vendor opportunities.

We want to double our marketing efforts this year but need help in doing so. The Central City Alliance is comprised of busy professionals who juggle careers and families. All are volunteers with limited time. By securing a marketing & promotions firm, we will have a more dedicated, thorough platform to attract more attendees.

# FINANCIALS



## Financials:

The following assumptions have been applied to this five (5) year projection: 33% increase in revenue and expenses for 2020 and 10% increase in revenue and expenses annually for 2021 - 2023.

Note the grant contribution of \$20,000\* is added to the 2020 column. Without this contribution, Net Income would be significantly affected as a result of adding a marketing & promotions firm to the budget. Because we are *community* driven, receiving grant funds from the CRA would ensure we continue the substantial donation program that was instituted in 2019.

	2019 Actual	2020	2021	2022	2023
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Charity Distribution	\$5,000	TBD	TBD	TBD	TBD



# VENDORS



## Vendors:

For a first year effort, we were more than pleased with the vendor response. There were over 50 unique businesses and tents at the event. All of the vendors were thrilled with turn out and have verbally agreed to participate again this year. Contracts will be secured soon. In addition, we hope to attract an additional 15-25 vendors, bringing totals closer to 75. Note these numbers do not include craft breweries, wineries or food trucks. They represent an additional 15 vendors. Below is a vendor map that was used for set-up. Each designated area included 3-6 vendors, with the majority of food and beverage vendors in the traffic circle.



# SPONSORSHIPS





## Sponsorships:

We were fortunate to have three (3) sponsors who embraced our concept of *community*, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 13th Street Festival. We are aggressively soliciting sponsorship at this time and anticipate a significant increase . Our ultimate goal is three (3) major sponsors and many smaller level sponsors. We feel confident this can be accomplished with last year's successful numbers to report.

## Sponsorship Levels:

### \$2,500 Presenting Sponsor

Name on banner on both ends of the festival and on Stage

Announce the winners of the Beer Competition

Logo Shown on all Social Media and Print Materials

Name Printed on all Wristbands

### \$1,500 Stage & Entertainment Sponsor

Name on banner on stage

Name listed on all Social Media and Print Materials

### \$1,000 Car Show Sponsor

Name on Placard at all Car Show Lots

Announce the Classic Car Winner

### \$500 T-Shirt Sponsor

Name Prominently Printed on all Volunteer T-Shirts

### \$250 Friends of Central City

Post on Facebook and Instagram that you financially support our community!



# BENEFACTOR



Benefactor:

As a *community* driven organization, it will always be a goal of the Central City Alliance to donate a large portion of the net proceeds to a local charity. In addition, the Central City Alliance will always strive to have free general admission at it's Festival to benefit the larger Broward County *community*.

As a direct result of last year's success, the Central City Alliance was able to donate 50% of the net proceeds to a local charity.

H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.

This year's recipient is still to be determined. However, the criteria will remain the same; to seek a local, non-profit organization with a *community* based mission.

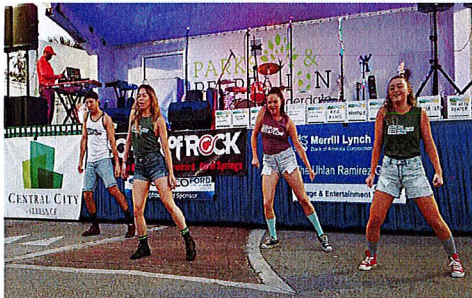
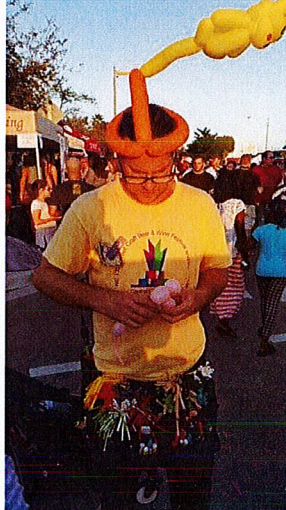
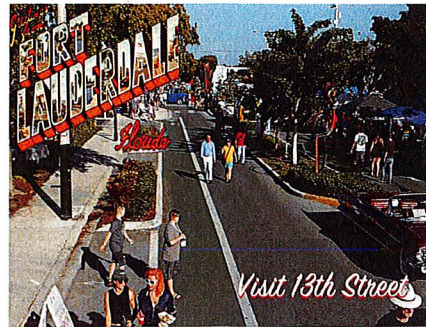
### ***2019 Recipient***



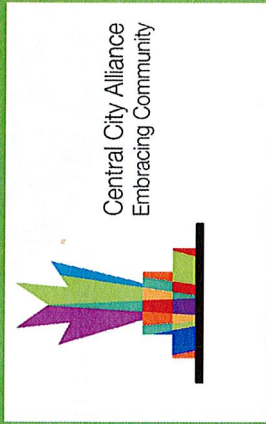


# IMAGES









MARCH 7, 2020



## 13th Street Craft Beer & Wine Festival with Car Show At A Glance



March 2020 will mark the **2nd** annual Festival



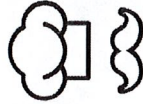
**75+** volunteers



**One** FUN filled afternoon



**2000+** attendees



**75+** beer makers, food trucks, vendors, musicians and dancers



**DOZENS** of marketing/media impressions



**\$5000** donated to H.O.M.E.S. Inc in 2019

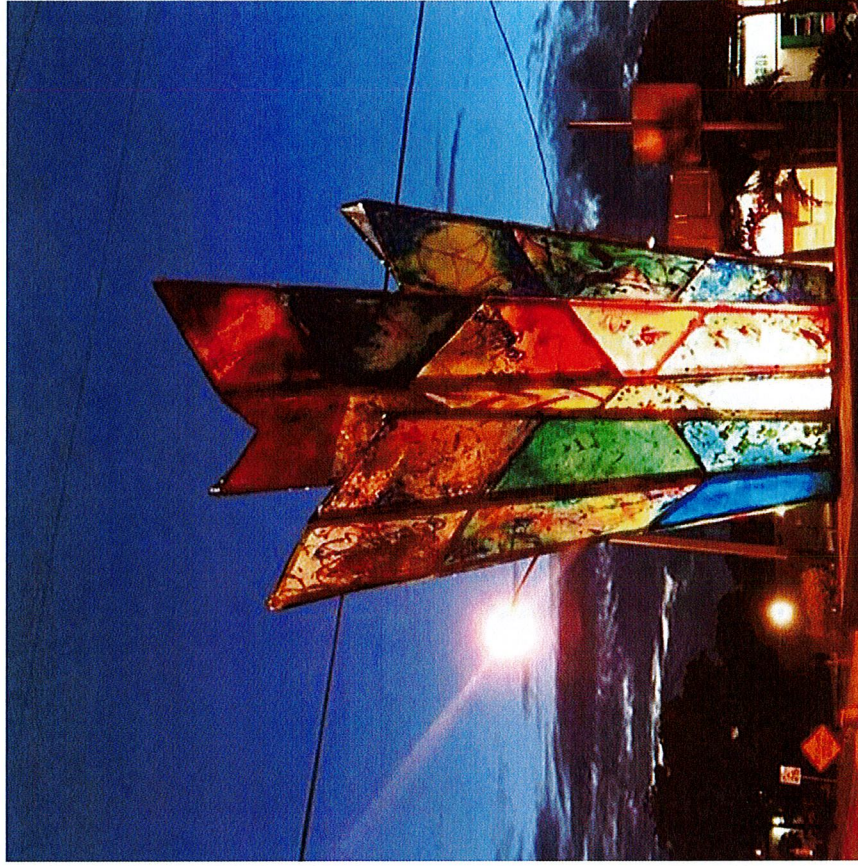


## **13th Street Craft Beer & Wine Festival with Car Show presented by Central City Alliance**

For the second year, the Central City Alliance brings it's Festival with an exciting and expanded array of events to the 13th Street corridor.

With more than 1500 attendees at last year's Festival, we anticipate additional enthusiasm, drawing more than 2,000 unique visitors.

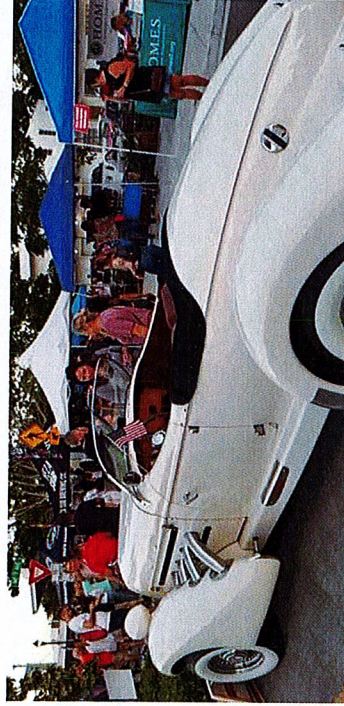
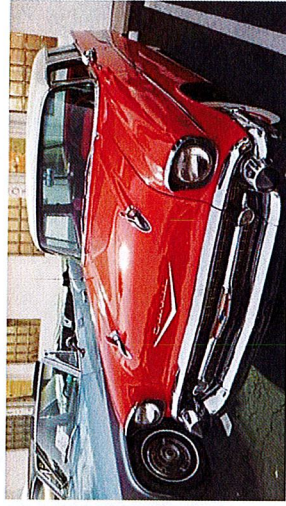
13th Street is a vibrant and exciting neighborhood that has recently undergone a transformation. New businesses are attracting customers, making it a perfect venue for this Festival and many other future events.





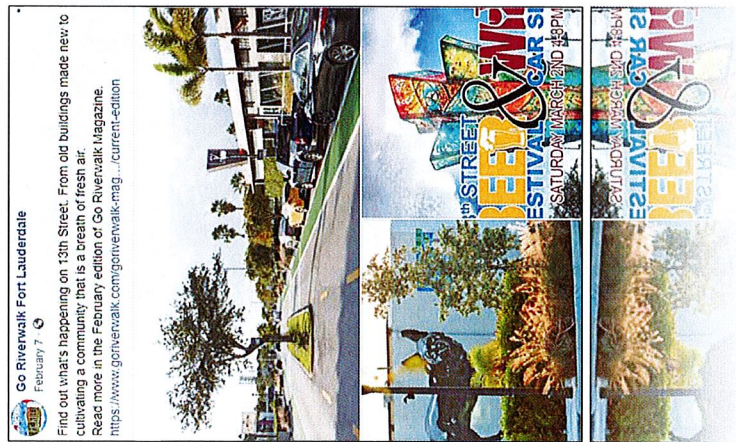
## Event Features

- Classic Car Show
- Local Breweries & Wineries Sampling
- Food Trucks
- Artisan Market
- Live Music
- DJ
- Demonstrations
- Kids Activities and Play Area
- Ride CycleParty ~ a roaming bicycle powered TikiHut
- Local shops open to all
- Free General Admission
- Free Parking
- 6 Blocks of Street closed off



# 13th Street Craft Beer & Wine Festival with Car Show Social Media & Print Advertising

## Social Media



## Print Ads



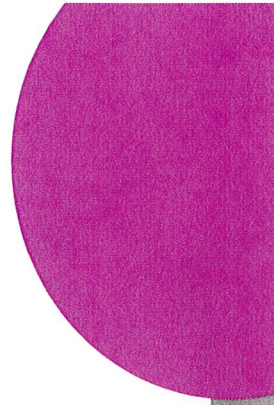
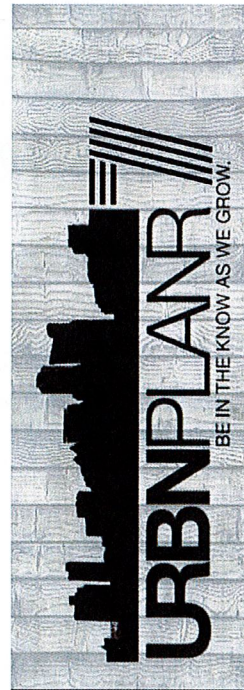
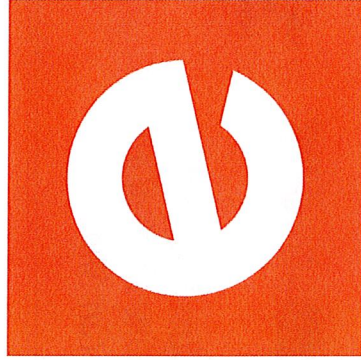


### 13th Street Craft Beer & Wine Festival with Car Show Marketing & Promotions

The Central City Alliance would like to utilize a marketing & promotions firm in order to reach a broader audience. Several vehicles were used successfully last year with the intention of doubling efforts in 2020.

**SunSentinel**

**jam**  
hospitality group





## 2020 Sponsorship Opportunities

Three sponsors embraced the concept of community, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 2019 Festival.

We are aggressively soliciting sponsorship at this time and anticipate a significant increase. We feel confident this can be accomplished with last year's successful numbers to report.

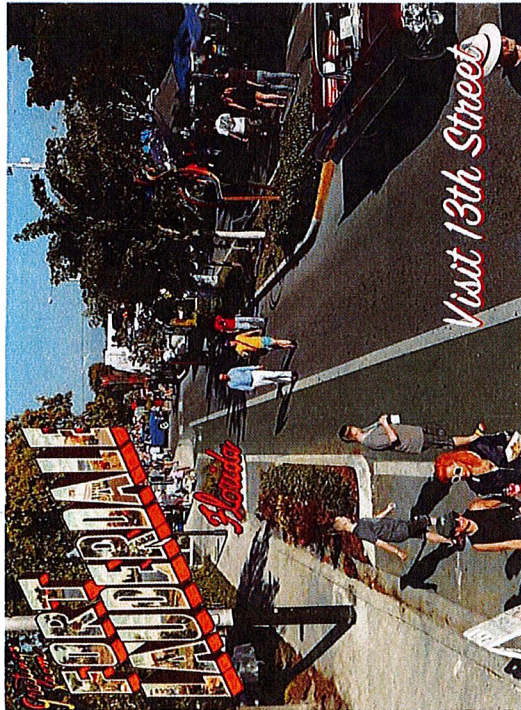
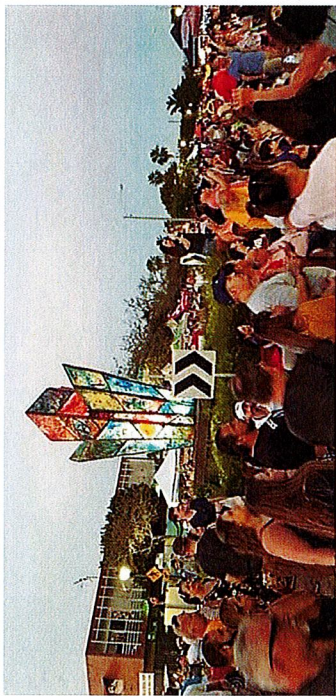
That said, the Central City Alliance will always seek outside funding sources to produce a high quality event while providing a maximum donation/benefit to a local non-profit organization.

Requested Funding: \$20,000





## 2019 Event Images

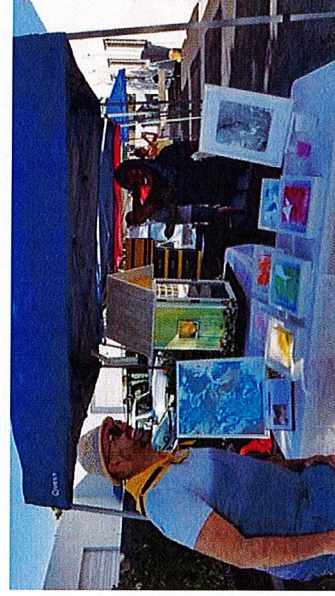
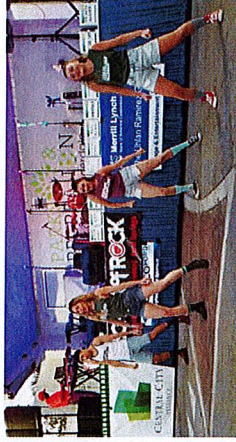


## The Symbolism of Central City's Unity Beacon

The base planter bed of this sculpture represents the foundation of this community and its growth.

The middle sculpture signifies the chaos and struggles the community has gone through to transform this area into a vibrant home for the neighborhood.

The top sculpture represents four people embracing, signifying our diverse community coming together. The illumination denotes Central City's bright future.





## EMBRACING COMMUNITY

A portion of the proceeds will  
be donated  
to a local charity  
to be determined.

2019 Recipient



