



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

GRANT APPLICATION

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

Maria Jannace

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

a. Registered Business Name:

Fort Lauderdale Concours, Inc.

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

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:

Maria Jannace, President ;

4. Name of Event/Project/Proposal: _____

Fort Lauderdale Concours

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

Las Olas Parking Garage - 200 Las Olas Circle, Fort Lauderdale Beach 33316

6. List all the dates associated with this event:

a. Set-up date(s): ~~Saturday, 13 February 2021~~

b. Event date(s): ~~Saturday, 13 February 2021~~

c. Break-down date(s): ~~Saturday, 13 February 2021~~

EO 07/09/2021

* NEW DATE:

FRIDAY, 29 OCTOBER 2021

7. Hours of Operation: 4pm to 10pm

8. Projected attendance: Not to Exceed 1200 to maintain COVID Compliance

9. Cost to attendees: Mostly invited guests, \$25 general admission

10. Total Cost of Event: \$150,000

11. Amount Requested from BID: \$25,000



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

Marketing and Media, specifically media opportunities to promote the lifestyle of the area and attraction of Fort Lauderdale Beach. This also includes City services/parking lot rental fees, Police, Fire Rescue and Security Services. These items are specifically aimed at compliance with Ordinances relating to the management of the BID (Ordinance C-06-34 Section 1.04(a)(2) and COVID-19 Compliance initiatives (this will be a Safe and Clean event).

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.

Private investors \$75,000
Classic Car Insurance sponsor \$25,000
Car Manufacturer sponsor \$10,000
Watch sponsor \$5,000
Wine & Spirits sponsor \$5,000
Ticket revenue \$5,000

The private investors have committed.

We are in talks with all these potential sponsors and feel very confident in our ability to close the deals necessary to put on a quality inaugural event.

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

The Fort Lauderdale Concours will be a world-class classic car show similar to Pebble Beach and Amelia Island Concours, but with an innovative approach to not only attract the established ultra affluent car collector, but also the younger new mass affluent car enthusiast/collector. There will be 30 classic cars on display (with an estimated value of \$50 million), a sneaker collection display, local artist display, local fashion designer and environment appropriate live music.

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.

We are already in the planning stages for Phase II of the Fort Lauderdale Concours and are discussing multiple year corporate sponsorship agreements and local partnerships. This first "Edition" of Fort Lauderdale Concours will set the stage for future events with the intent on incorporating a citywide awareness and close local partnerships to guide the event moving forward. As a successful Auto Concours event, we will use a blend of corporate sponsorship, community non-profit benefit/involvement, automotive partner and enthusiast involvement and other traditional revenue centers to be a solvent contributing member of the community. Discussions with decision makers on this and the follow up event already being planned are well under way to ensure the



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future viability of FTL Concours as an annual event. It is important to note that starting with the first event, a local Charitable Organization has been picked to receive proceeds from this 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 total Economic Impact of the event is difficult to determine due to the nature as a first of its kind in this market but, based on the success of the event in the New York, Pebble Beach and Amelia Island markets, we can expect to contribute up to \$3 million in impact. This positive Economic Impact is consistent with at least 3 of the 4 main principles found in Ordinance C-06-34, Section 1.04(a)(2).

1. Producing a Clean, Safe and more attractive business environment: The FTLC has a fiduciary to the local community and as such is a responsible and ecoconscious organization. We believe in leaving the event site in better than its original condition and pledge to present the event space in exceptional fashion. The guests and works of automotive art that will be on hand will be a compliment the first class nature of Fort Lauderdale Beach.

2. Increasing the number of visitors: The event is what we consider low density, not a large number of people gathered together, high quality individuals with travel budgets and discretionary income. This is as demographic highly centric to Fort Lauderdale Beach. As such, by coming to the area for this event we will generate awareness of the assets and facilities and create hotel room nights and dining reservations.

3. Increasing commerce and investment: This event will show that while we are cautious and aware of our current environment, small scale, high quality events can be featured on Fort Lauderdale Beach. By investing in this event, Fort Lauderdale Concours demonstrates its commitment to, and belief in, the Fort Lauderdale Beach market.

Additionally, a locally based charitable organization has been identified to receive proceeds from this event. Details of this association are being finalized as of the fulfillment of this application and are core centric to the fabric of our community.

Examples of top 2 concours in the US and Annual Economic Impact Study Data:

Pebble Beach Concours d'Elegance - \$53M economic impact

Amelia Island Concours d'Elegance - \$30M economic impact

Our mission is to grow the Fort Lauderdale Concours to be a top concours in the US. Since we are new and taking an innovative approach to reimagine the current nature of a concours d'elegance, we feel we can survive and thrive in a changing event environment where it would be harder for an established event to change and appeal to a younger consumer/enthusiast/traveler/experience seeker.



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

Surveys of guests and sponsors during and at the conclusion of the event will be used to understand the impact of the event. As we move into year two and three, more formal analysis may be presented.

18. Explain in detail how the proposed event will aid in the BID's efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.

By nature, Concours events around the world bring in the best automotive machines and discerning owners together to share in the appreciation of fine automobiles. Not only does this represent a cross section of International Culture, it draws aficionados from around the country and region to see the classics that are presented. The demographics of this clientele are consistent with those most targeted by beach properties. The participants and attendees look for a desirable locale to visit and choose which concours they attend based on the climate and ability to do other things in the area while visiting. We will promote Fort Lauderdale Beach as a destination where they can enjoy car culture, beachfront accommodations, yachting/boating, shopping, fine dining.

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

- Endemic print publication
- Email marketing and newsletters
- Social media - Facebook and Instagram ads
- Direct marketing
- Google ads
- Sponsor coop
- Community

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).

Collateral Materials are currently being developed and all materials would include the BID Logo. Additionally, promotion and positioning Fort Lauderdale Beach as a world class destination will be accomplished through the media outlets identified in question #19.

☒ **A. THE BID LOGO**



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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. 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:

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Fort Lauderdale, FL 33301

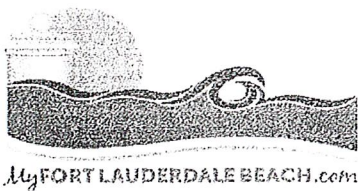
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ZIP CODE: 33073

OFFICE PHONE: 917-680-2326

CELL PHONE: 917-403-8060

EMAIL ADDRESS: MARIA@MAXIM-ONLINE.COM

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COMPANY NAME & APPLICANT TITLE

DECEMBER 7, 2020

Revised from 1 Dec

DATE SIGNED

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TITLE:

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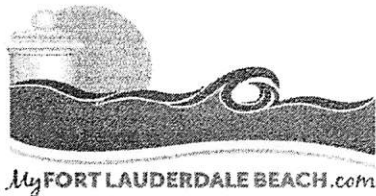
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TITLE: *President*

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FORT LAUDERDALE
CONCOURS

Where cars & culture intersect.



Fort Lauderdale Concours

Redefining the standard nature of a concours d'elegance

What is a concours d'elegance? French for "competition of elegance," a concours d'elegance is a type of car show, a judged beauty competition celebrating the artistry, history and craftsmanship of the automobile.

How is the Fort Lauderdale Concours different? The Fort Lauderdale Concours will be a world-class, groundbreaking cultural event that celebrates the automobile and its convergence with art, music, fashion, and pop culture, changing the current concours model and elevating the concours tradition into the 21st century. Dropping the "d'elegance" in the name signifies making it more approachable and inclusive to a broader audience. This annual event will exude the energy and the pulse of Fort Lauderdale, offering a unique experience that will never be forgotten.

Why the Fort Lauderdale Concours? The promoters strive to offer a cultural event that has community betterment at its core, promotes tourism, offers a platform to display classic cars to a diverse community and showcases local talent in the arts.

On the rooftop of the Las Olas Parking Garage - the northeast corner of Las Olas Boulevard and the Intracoastal, with 360° views of the Intracoastal Waterway, ocean and sunset over downtown.

Saturday, 13 February 2021 - 4pm to 10pm (sunset @6:12pm)

*Created to renew the experience for the established car collector,
and attract the next generation of car enthusiasts.*

Overview

*Local artists, local musicians, local
fashion designers, and a curation
of sneakers... yes, sneakers.*





The Power of Partnership

Fort Lauderdale Concours Community

The Fort Lauderdale Concours will be community driven. We have a fiduciary responsibility and will give back to our community partners and charities.

The Fort Lauderdale Concours will benefit the [Children's Diagnostic & Treatment Center](#) and the [The Broward County Film Society](#).



Distinctions

Fort Lauderdale Concours offers these unique distinctions:

- 01 | The New York City Concours collaboration
- 02 | A top US market for luxury goods sales
- 03 | Exclusively Inclusive - diverse market
- 04 | Concours/Cultural event hybrid
- 05 | Unique and stunning venue to showcase your brand
- 06 | Club Concours - events throughout the year
- 07 | Promotional support from BID & CVB
- 08 | Access to top car & sneaker collectors in the world
- 09 | Producer/Promoters are expert marketers
- 10 | Award-winning expert car curator



Demographic

01

Four of the top 20 wealthiest zip codes in South Florida are in Fort Lauderdale:

Affluent Fort Lauderdale residents

- Average Net Worth \$1.3M
- Average home value \$562K
- Average Disposable Income \$126K
- Average Household Income \$178K

Source: South Florida Business Journal/ESRI Research Group



Demographic

02

The Establishment

US Automotive Enthusiast Demographics

Age

Over 70 - 3%
55-69 - 44%
45-54 - 35%
35-44 - 15%
18-34 - 3%

Income

Average Net Worth - \$2.5M
\$100,000 - \$145,000 - 17%
\$150,000 - \$225,000 - 33%
\$230,000 - \$499,000 - 20%
\$500,000 and above - 18%

Employment

Business Owners - 40%
Professionals - 28%
Employees or Executives - 13%

Real Estate

Homeowners - 95%
Own two or more residences - 48%

92% collect art, watches, literature, models
and automobilia
Represent the top 5% in the US
Average number of cars owned - 4.8

Source - Sportscar Vintage Racing Association/Dupont Registry



FORT LAUDERDALE
CONCOURS



Demographic

03

HENRY - High Earners Not Rich Yet

The new middle class mass affluent.

HENRYs are the most important new consumer segment in today's economy and the key to marketing and retailing success. They are the new middle-class customer for the future luxury consumer market.

HENRYs are important to luxury brands because most everyone who reaches ultra-affluent income levels start out as a HENRY. Shopping habits learned while they are living as HENRYs are often carried over into their later stages of life.



Rooftop

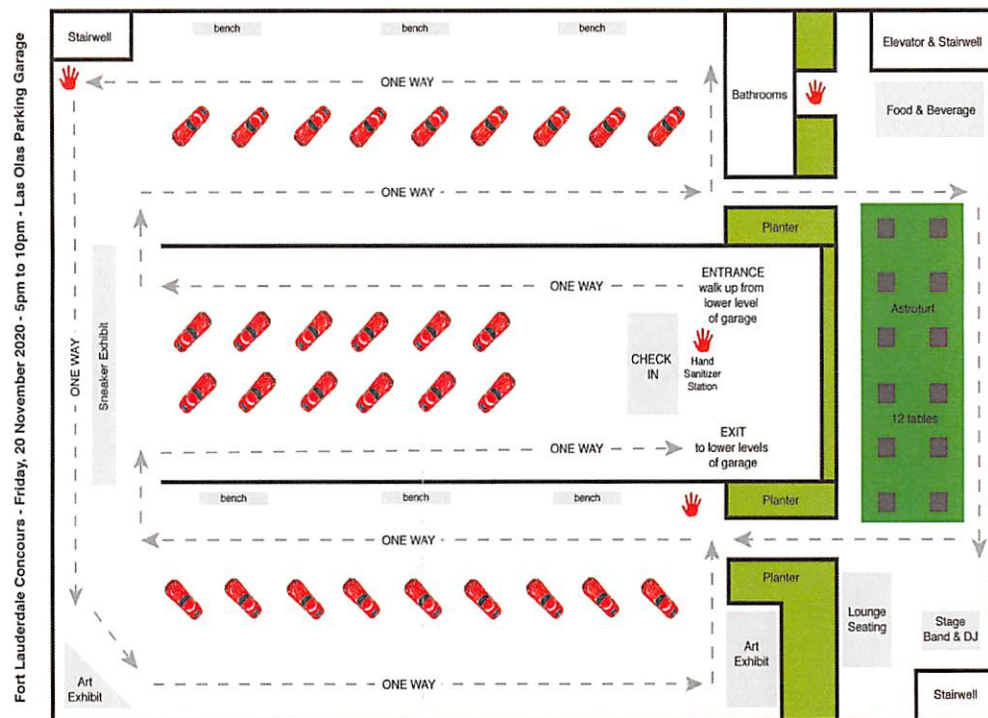
Overall rooftop view

1200 guests (COVID compliant)

30 classic cars on display

Art, fashion & sneakers

Live music



Producer & Promoter

Maria Jannace - Founder/CEO The New York City Concours & Fort Lauderdale Concours

Maria Jannace, owner of Maxim Creative Group and Maxim Sports Management is widely known for her tenacity and determination to get the job done and get it done right. Throughout her career, Jannace has worked with a broad scope of clients, with Motorsports and Automotive being a continual thread in her company's history. From managing the marketing and advertising for the Skip Barber Racing Organization in the early 1990's to undertaking, creating and managing the massive program of finding the next American Formula 1 Champion, the Red Bull F1 Driver Search.

Along the way, Jannace managed the early career of Indianapolis 500 winner Kenny Bräck before Nigel Mansell sought her out to be his marketing agent when he made the move to IndyCar as the reigning Formula 1 World Champion.

Jannace created the initial branding for Major League Baseball's Florida Marlins. From the team merchandising logo to the look of the uniforms to season ticket packages, Jannace handled marketing, advertising, and design for the team on their way from non-existence to becoming World Series Champions. Her experience in mainstream sports expanded once again when her work with the Marlins attracted the Florida Panthers and Miami Dolphins to her client roster.

Similarly successful in consumer brand marketing, advertising projects, event logistics and promotion from Blockbuster Video to Playboy.com to Ferrari North America to Porsche North America to Lime Rock Park to The New York City Concours, Jannace is driven, connected, and simply not content until her clients are successful.

