



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
GRANT APPLICATION

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

Jennifer Morelli

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

a. Registered Business Name:

Audacy Operations Inc

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

Entercom Operations Inc

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:

Jennifer Morelli ; SVP of Events & Experiences

4. Name of Event/Project/Proposal:

Audacy Beach Festival

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

Fort Lauderdale Beach Park - South end near B-Ocean

6. List all the dates associated with this event:

a. **Set-up date(s):** November 23 - December 3, 2021

b. **Event date(s):** December 4 - 5th, 2021

c. **Break-down date(s):** December 6-9, 2021

7. Hours of Operation: 12 Noon to 10pm each
day

8. Projected attendance: 50,000

9. Cost to attendees: GA 1 day \$59 VIP 1 day \$150 (average)

10. Total Cost of Event: \$6mil

11. Amount Requested from BID: \$750,000 over 3 years (Year 1 \$300K/
Year 2 \$250K/ Year 3 \$200K) or
\$300k for 1 year commitment for December 2021



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

Production, talent procurement and marketing

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.

GFL CVB \$500K Committed, Sponsorships, Merchandise and Ticket Sales

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

Musical performances, food experience, activations

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.

Audacy Broadcasting owns and operates more that 247 stations worldwide has robust digital marketing arm, over 3000 podcasts and reaches over 200 million listeners each week. The Audacy network allows Fort Lauderdale to leverage these assets to promote the destination and the Audacy Beach festival on a nationwide scale. The Audacy network will provide the festival an opportunity to gain more sponsorships, mature in its reputation across the nation to ultimately stand on its on in future years. Through increased tickets sales, continued national marketing, and continuation of bringing the biggest musical acts: Audacy will have created one of the worlds most recognized Music festivals right on Fort Lauderdale Beach.

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.

We are creating an event that will attract visitors to Fort Lauderdale Beach from all around the world. This Music festival will continue to make Fort Lauderdale Beach a premier destination for music entertainment. Promoted nationwide on the Audacy audio and digital network. We can include offers/deals for stays during event if FTL BID provides the info.

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

GFL CVB will use their economic impact tools to measure the impact that they have always used to measure economic impact from events held in Greater Fort Lauderdale.

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.

Audacy has a network of over 245 over the air radio stations, podcasting, streaming radio stations, social influencers, that will be utilized over a 12 week pre-promote period.



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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.



☒ **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 scheduled City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.



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☒ - 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.

☒ - 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: 8300 NE 2ND AVE #200

MIAMI FL

ZIP CODE: 33138

OFFICE PHONE: 305-521-5100

CELL PHONE: 818-297-4127

EMAIL ADDRESS: VON.FREEMAN@AUDACY.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

VON FREEMAN

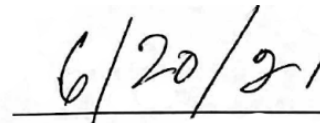
APPLICANT FULL NAME (PRINT)


APPLICANT SIGNATURE

Audacy Operations Inc

DIRECTOR OF BRAND PARTNERSHIPS

COMPANY NAME & APPLICANT TITLE


DATE SIGNED

DATE SIGNED

NAME: JENNIFER MORELLI

TITLE: SVP OF EVENTS AND EXPERIENCES

***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
PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT
LAUDERDALE.**



Discover. Stay. Dine. Play.

Audacy Beach Festival

December 4th & 5th



Discover. Stay. Dine. Play.

Opportunity for The Fort Lauderdale Beach BID to put more heads in beds for years to come

- **After a year of COVID – The Fort Lauderdale Beach BID will re-engage with the Nation to promote and produce one of South Florida’s largest 2-day Music festivals.**
- **Unique opportunity help bring back a National Festival on the beach**
- **National Contesting Opportunity with National Promotion for Fort Lauderdale Beach**
- **Huge Social Media Awareness & Engagement**
- **Work with BID hotels for ticket and room packages**
- **Audacity utilizing FTL BID hotels stays for National Artists and production teams**

ALT is Back!

DATE: DECEMBER 4th - 5th, 2021

LOCATION: FT. LAUDERDALE BEACH, FL
Beach Park South End near B-Ocean

ATTENDANCE: 50,000+ FANS

FORMAT: ALTERNATIVE

Audacy brings the biggest Alt bands and fans to the beach in December. Each year, this all-star lineup packs the beach with 50,000+ fans and 20+ artists performing over two stages.

This South Florida tradition is the best two-day Alternative party to ever hit the shores. The Audacy Beach Festival will align with our 1Thing platform to spread the word how each of us can make a difference and better our planet by changing just 1Thing.



WATCH SIZZLE REEL <https://vimeo.com/560129476/1d052d54ec>



Dedicated to Saving the Planet

As thousands of fans return to in-person concerts on the beach, we'll broaden a positive message to drive change, especially for eroding coasts embattled by climate change.

The Audacy Beach Festival will align with our 1Thing platform to spread the word on how we can all make a strong impact on our environment.

1Thing is a multimedia franchise that inspires and educates listeners with one simple message – by changing just 1 thing in our lives, we can make a difference on the planet.

It includes messaging from today's biggest artists highlighting the 1 thing they're doing to play their part.

We'll leverage 1Thing's insights to help drive action among festival attendees so we can ensure healthy, clean beaches for future generations.



Previous Audacy Alt Concert Performers

CAGE THE ELEPHANT



FLORENCE + THE MACHINE



BILLIE EILISH



VAMPIRE WEEKEND



PANIC! AT THE DISCO



THE KILLERS



MUMFORD & SONS



2021 Artist Lineup TBA

5

15

Audacy Alt Stations

Baltimore — WWMX-HD2
Dallas — KVIL-FM
Detroit — WDZH-FM
Kansas City — KRBZ-FM
Las Vegas — KXTE-FM
Los Angeles — KROQ-FM
Miami — WSFS-FM
New York — WNYL-FM
Orlando — WQMP-FM
Portland — KNRK-FM/HD2
Richmond — WRXL-FM
Sacramento — KKDO-FM
San Diego — KBZT-FM
San Francisco — KITS-FM
Seattle — KNDD-FM



A VALUABLE AUDIENCE

Alternative listeners are young, digitally connected, affluent & socially conscience.



MILLENNIAL ADULTS: 25-34 (index 163)

53% MALE

47% FEMALE

EDUCATED:

COLLEGE+ (index 138)

HOUSEHOLD INCOME:

\$100,000 - \$249,999 (index 162)

ATTITUDES & INFLUENCE

- Willing to pay more for eco-friendly products and services (index 165)
- Adventurous travellers, plan to take adventure vacations (hiking, diving, etc.) in next 12 months (index 158)
- Conscious about personal growth, plan to go back to school for degree or certification (index 160)
- Health conscious, belong to health club or gym (index 138)

Source: Nielsen Scarborough Research, Market/Release: Scarborough National Database 2020 Release 1
Total (Jan 2019 - May 2020), Base: Total Adults 18+ Projected: 257,715,351 Respondents: 215,475 7

Insights on Audacy events touchpoints among our audiences

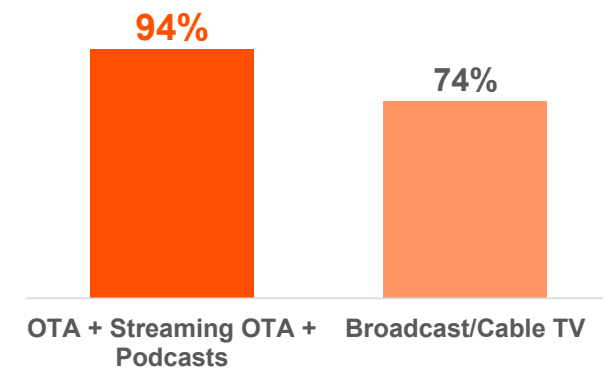
Audacy Engages

An Expansive Event Audience

Our nationwide network on 230+ broadcast stations reach **20 million event fans*** every week.

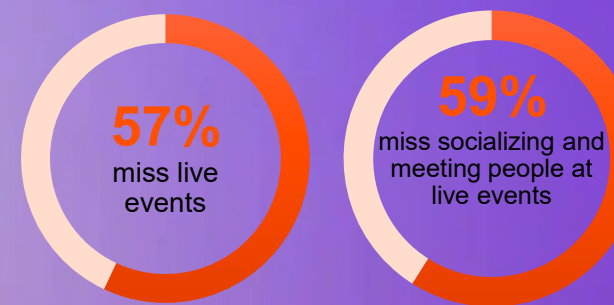
Event Fans Are Audio Aficionados

Media usage among event fans*



Audio is the path to connect with event fans, with a **grand majority of them (94%)** listen to **OTA, streaming OTA or podcasts**.

Attitudes towards live events



Audacy Event Fans Are Highly Valuable Consumers

Our audiences are:

Affluent:
HHI \$100K-\$149,999 Index 138

Well read:
College graduate Index 134

Socially Responsible:
Participated in volunteer work in past 12 months: Index 133

Environmentally Conscious:
Pay more for eco-friendly products and services: Index 153

Source: MRC, COVID-19: Tracking the Impact on the Entertainment Landscape - Release10 8





Discover. Stay. Dine. Play.

Media and Live Event Sponsorship Opportunity



Audacy Beach Festival Timeline*



Phase 1 -Concert
Announcement
Which talks about coming
To Fort Lauderdale Beach

Phase 2 - General On Sale of
tickets to Audacy Beach
Festival

Phase 3 -
National Flyaway
Sweepstakes to
Fort Lauderdale
Beach for the
Festival

Phase – 4
Sat Dec 4th – Sun Dec 5th
**Audacy
Beach Festival
Thousands of
attendees**

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

PR & Media Blitz – National Press talking
about Fort Lauderdale Beach

Phase 5 – Fort
Lauderdale Beach
Post-Event Content
Distribution & Media
Campaign



*Final timeline subject to change 10

Ft. Lauderdale Beach BID – Sponsorship

PARTNER IMAGING

- Fort Lauderdale Beach inclusion in all National Official Concert promotion tiers including lineup announce, presale, on-sale, contesting and general event promotion
- Fort Lauderdale Beach inclusion in 360' marketing model on all participating Alternative Audacy stations across the country: On Air, Digital, Social, On Site
- Fort Lauderdale Beach Hotel link inclusion on Festival Website for easy access for ticket buyers to buy hotel rooms

ON-SITE ACTIVATION

- Fort Lauderdale beach BID to have a dedicated 10' x 20' activation space
- 4x :30 video spots featured on the Main Stage screen, 2x per day (provided by the BID)

SPONSOR HOSPITALITY

- Tickets
 - 50x, 2-day GA Tickets
 - 20x, 2-day VIP Tickets



*Sponsor customization, integration assets, and media determine final investment



Phase 1 – ANNOUNCEMENT NATIONAL | COME TO Audacy Beach Festival

Flight: 8/23/2021 – 8/26/2021

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 400x :30 promotional mentions promoting presale across all participating ALT stations	3,000,000	8/23 – 8/26
Streaming Audio Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 400x :30 audio promotional mentions promoting presale across all participating ALT stations		

Phase 2 - LOCAL EVENT PROMOTION | REACHES LISTENERS IN ALL SOUTH FLORIDA COUNTIES

Flight: October –November

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale beach included in 200x :30 promotional mentions promoting the Festival on 104.3 The Shark	450,000	Oct-Nov
Streaming Audio Promotional Mentions	Fort Lauderdale Beach included in 200x :30 streaming audio promotional mentions promoting the Festival on 104.3 the Shark		

NATIONAL STREAMING EVENT PROMOTION | FORT LAUDERDALE BEACH MENTIONED ALL OVER THE NATION

Flight: 10/8/21-11/21/21

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
Streaming Audio Promotional Mentions	Fort Lauderdale beach included in :30 streaming audio promotional mentions across the participating ALT stream	2,000,000	10/8-11/21/21



*Timing subject to change 12

Phase-3 National Flyaway Contest to Fort Lauderdale Beach

We're giving fans the trip of a lifetime to attend the Audacy Beach Festival. Listeners from around the country will have a chance to register to win for a 2-night stay in Ft. Lauderdale, with roundtrip travel for them and a guest. These lucky winners will have a memorable weekend on the beach watching some of today's biggest Alt stars perform

PARTNERSHIP BENEFITS

- Exclusive National VIP Trip Contest features Ft. Lauderdale Beach Hotel
 - Lead Generation and 1st Party Data Capture Capabilities
 - National promotion: 15 Stations, 15 Markets
 - Including Promotionall Media & Digital Campaign

WINNER EXPERIENCE:

- 2x Round Trip Travel Tickets
- 1x, 2-Night Fort Lauderdale Beach hotel stay
- 2x, 2-Day VIP Tickets

Phase-4 On Site Activation

Wherever festival attendees sink their toes in the sand, the festival goers will know that the Fort Lauderdale Beach BID has once again brought a world class event to the beach. A 10' x 20' activation space will be made available to the BID for experiential promotion.



*Sponsor customization, integration assets, and media determine final investment 13

Phase 3 - NATIONAL FLYAWAY CONTEST | Fort Lauderdale Beach to mentioned in all media

Flight: Two Weeks November 8th to 19th

MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
On Air Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 800 :30 promotional mentions driving contest registrations, 50x per station, Mon-Sun 6a-12p	4,894,799	2x weeks
Streaming Audio Promotional Mentions	Fort Lauderdale Beach inclusion in a total of 800 :30 promotional mentions driving contest registrations, 50x per station. , Mon-Sun 6a-12p		
Streaming Audio Brand Commercials	Fort Lauderdale Beach inclusion in :30 Streaming Audio Brand Commercials to Audacy Total audience	1,804,545	2x weeks
Dedicated National Contest with 1st Party Data Capture	Online contest Registration Page on Audacy.com with full brand takeover including custom skin + header and display ads which features Fort Lauderdale Beach	Organic	2x weeks
Audacy Homepage Takeovers	100% SOV on the Audacy.com + ALT Station sites' homepages for one day to promote National Flyaway Contest which features Fort Lauderdale Beach	Organic	1x day
Audacy.com Banner Suite	BID Logo included in targeted cross device co-branded display ads across Audacy digital network	1,250,000	2x weeks
Audacy.com Targeted Social Ads	Fort Lauderdale Beach to be included Targeted Facebook/Instagram Ads	3,000,000	2x weeks
Audacy ALT Station Emails	Fort Lauderdale Beach to be included in 1x custom station (MEO) email from all ALT stations promoting National Flyaway Contest to the station email list databases	Organic	1x Day



*Timing subject to change 14

Phase–5 Fort Lauderdale Beach BID inclusion in Artist Content & Distribution

PARTNERSHIP BENEFITS

- Fort Lauderdale Beach included in exclusive content during artists interviews
 - Fort Lauderdale Beach will be the setting and location for Live broadcast which features celebrity and artist interviews.
 - Fort Lauderdale Beach will be mentioned when appropriate in interviews and live broadcast mentions
 - Branded Video Content: Logo inclusion throughout exclusive behind the scenes interviews and content, distributed across digital and social platforms

PROMOTIONAL MEDIA PLAN

Flight: Two Weeks



MEDIA PLACEMENT	DESCRIPTION	IMPRESSIONS	FLIGHT
Content Page Takeover	Takeover including custom skin with header + display ads on Audacy and ALT sites' Article Pages featuring Audacy Beach Festival branded content videos to feature Fort Lauderdale Beach	Organic	2x weeks
Audacy.com Video Banner Suite	In banner video ads featuring Audacy Beach Festival video content . Fort Lauderdale Beach to be included in run of network in banner video ads. (:60 max)	1,850,000	2x weeks
Audacy.com Targeted Social Ads	Targeted Facebook/Instagram Ads from a trusted Audacy social media handle featuring Audacy Beach Festival video content.	4,000,000	
Eventful Email	Fort Lauderdale inclusion in 1x custom dedicated email promoting Beach Festival video content and/or sponsor messaging	100,000	1x day



*Timing subject to change 15

Fort Lauderdale Beach BID Sponsorship Summary

BRINGS BACK A WORLD CLASS NATIONAL FESTIVAL

NATIONAL FLYAWAY COLLECTIVE CONTEST

ON-SITE ACTIVATION

LOCATION INCLUSION IN VIDEO CONTENT DISTRIBUTION

OVER THE AIR & STREAMING PROMOTIONAL MENTIONS

ROBUST DIGITAL MEDIA CAMPAIGN

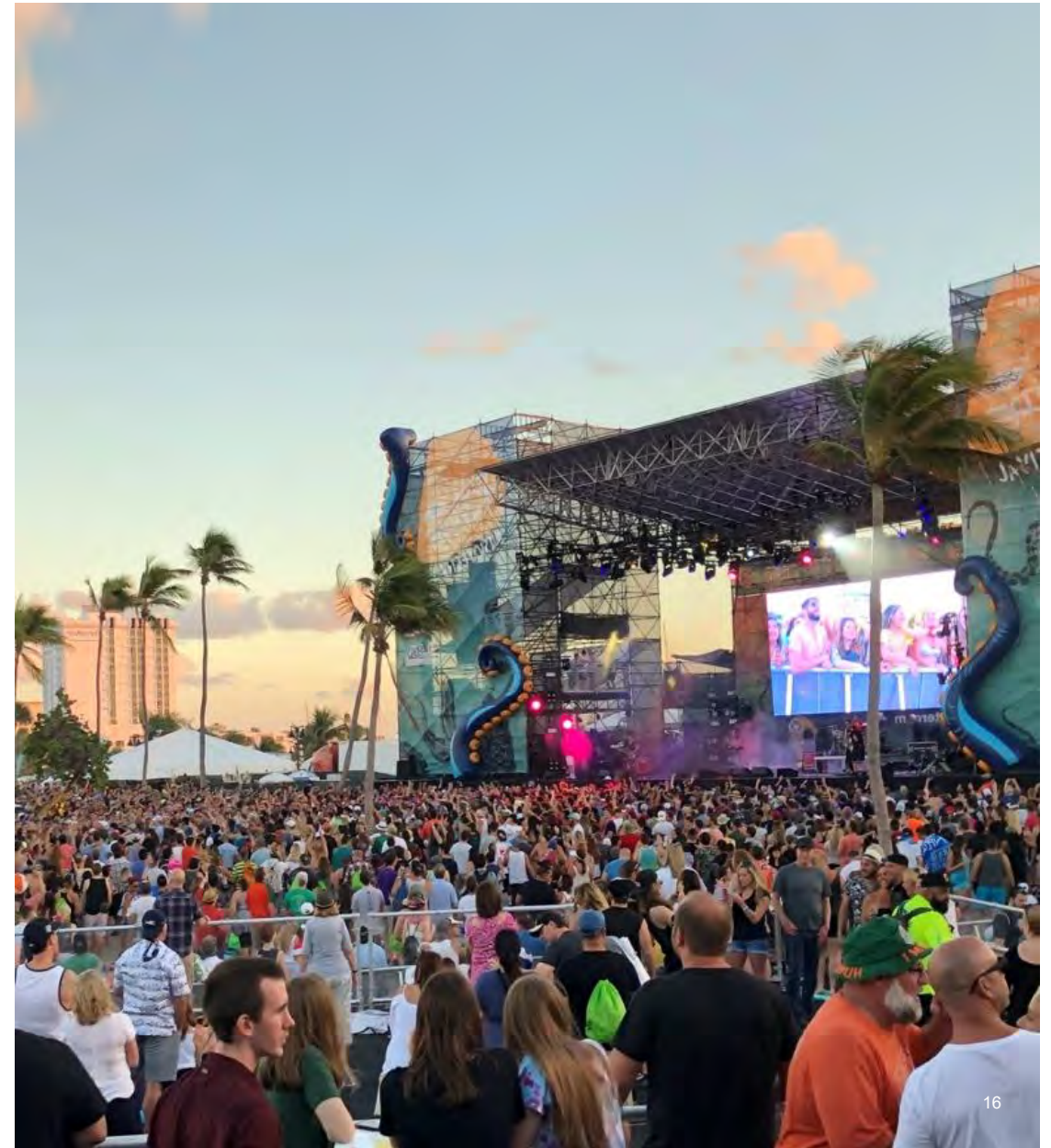
VIP HOSPITALITY TICKETS

TOTAL PROMOTIONAL MEDIA IMPRESSIONS:

22,349,344

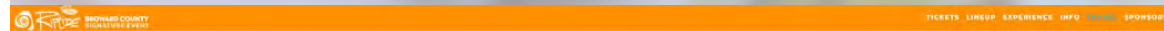
FORT LAUDERDALE BEACH BID INVENTMENT:

\$750,000 OVER THREE YEARS OR \$300,000 FOR ONE YEAR



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FTL Bid Logo use Examples*



Discover. Stay. Dine. Play.

Bahia Mar
FORT LAUDERDALE BEACH
A DOUBLETREE BY HILTON

Bahia Mar Fort Lauderdale Beach a Doubletree By Hilton

- Only footsteps from all the Riptide magic
- Newly renovated guest rooms
- Rooftop poolside happy hour
- Market Deli with pizza, sandwiches, wine & beer

[Book Now](#)

B OCEAN
FORT LAUDERDALE

B Ocean Resort

- Is part of all the Riptide Music Festival fun!
- Located steps away from the festival
- Spacious new guest rooms feature chic decor
- Blarney Beers, Free Wi-Fi, AVEDA bath amenities, & lounge coffee maker

[Book Now](#)

BROWARD COUNTY SIGNATURE EVENT - PARTNER HOTELS

SPRINGHILL SUITES
BY MARRIOTT

Springhill Suites Fort Lauderdale Airport & Cruise Port

- Complimentary breakfast, parking, wifi & airport shuttles
- Outdoor pool and whirlpool
- Walking distance to restaurants, shopping & fun
- Rooms starting at \$59 per night

[Book Now](#)



*Final timeline subject to change 17



Audacy Beach Festival

*Look Forward To Continuing Our
Great Partnership!*

