



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 and 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:

\$37,000 - \$45,000

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

\$20,000 will be used for marketing, and bring awareness about the Central City Business Corridor and neighborhoods. Marketing will be in the form of Digital Media, Radio and outdoor signage. . These funds will also be used for infrastructure costs, permitting and entertainment enhancement.



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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.)

Sponsorships include local businesses. Partial list of sponsors include: Studio City Inc. Merrill Lynch, Geico Ford, Native Realty. \$15,000. Ticket Sales anticipated at: \$25,000 to \$35,000.

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

This year festival will mirror last years festival with the following three blocks of closed streets in the hip, revitalized 13th Street corridor. DJ, Live Entertainment(music, dancers) on stage. Demonstrations, local pet rescues, Exotic Car show, 50+ vendors, 15 Breweries. Ample free parking.

9. PROJECTED ATTENDANCE:

2,000-2,500

10. COST TO ATTENDEES:

General Admission and car show is FREE. Purchase a wristband for craft Beer and Wine Sampling. \$35 in Sept, \$40 in October. \$45 day of event. VIP \$85

11. DATE(S) OF THE EVENT:

December 4th 2021

12. HOURS OF OPERATION:

4:00PM to 8:00PM 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 the goal of the Central City Alliance to donate a large portion of net proceeds from the festival to a local non profits. In addition, the CCA will always strive to have free general admission at the festival to benefit the larger Broward County Community. The CCA will always seek outside funding sources to produce a high quality event while providing a maximum donation to a local non-profit organization. We are optimistic that continued collaboration efforts in marketing, media and sponsorships will help 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 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”. Specifically, Event Brite, GOapp and Groupon were utilized to target a wider audience, creating well over 12,000+ page views through event discovery and direct traffic. We will also use a marketing and promotions specialist to have a more dedicated, through 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 redevelopment 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 Festival will be an opportunity to showcase the renovations that can be directly attributed to the CRA. Attendees, potential investors, neighbors, shoppers and other populations will see first hand how desirable it is to invest in the Central City CRA. The CRA, as our major sponsor will have their name on the stage as a presenting sponsor. CRA name on step and repeat banner, logo shown on all printed and social media. A tent area will be reserved for the CRA so that promotional materials about the Non-residential incentive program can be explained and advertised. Promotional materials can be included in the VIP "swag bag". Any photographs and videos highlighting the area can be used and distributed by 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.

The positive impact that the proposed event will have for the Central City Redevelopment area will be an increase in sense of community and awareness for local businesses. Success will be measured by attendance and profitability that can be put back into the community in the form of grants and street improvements. Reporting to the CCRAB will be in the form of a post event meeting where by the Central City Alliance share the metrics and success of the event.



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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.

❖ **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.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

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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	1525 NE 5th Avenue
ZIP CODE	33304
OFFICE PHONE NUMBER	n/a
MOBILE NUMBER	(917) 686-9987
EMAIL ADDRESS	barrycsi@aol.com

A handwritten signature in blue ink that reads 'Barry Curtis'.

APPLICANT SIGNATURE

|

A handwritten date in blue ink that reads '10/21/21'.

DATE SIGNED

13th Street Craft Beer & Wine Festival with Car Show



December 4, 2021

4 pm to 8 pm

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 the 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.

2020's *13th Street Craft Beer & Wine Festival with Car Show* was the second annual event for the Central City Alliance and a success. With only a year's history to rely on, projections were optimistic. Attendance topped 1500; vendors were happy. You'll recall last year's event took place on March 7. There was a palpable concern in the air as this event was on the precipice of COVID shut down in the city of Fort Lauderdale. Our March event in 2021 did not take place due to COVID and instead, has been rescheduled to December, incorporating a holiday theme.

For the third 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 25% 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.



EVENT FEATURES



Event Features:

- Exotic Car Show
- VIP Tent
- 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
- 6 blocks of street closed off
- Convenient location near downtown Ft. Lauderdale
- Free parking
- General Admission is FREE

Saturday, December 4th, 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.

\$35 purchased in October 2021

\$40 purchased in November 2021 to December 3

\$45 Day of Event, Saturday, December 4th

General Admission is FREE



MARKETING



Marketing:

Similar to last year, the Festival will utilize print and digital marketing with an added emphasis on social media. This year will include radio advertising. iHeartRADIO and 102.7 The Beach are 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 assumption has been applied to this five (5) year projection: 10% increase in sales and expenses annually for 2022 - 2024.

Note the grant contribution of \$20,000 is added to the 2021 column and decreases in subsequent years. Without this contribution, Net Income would be significantly affected. Because we are *community* driven, receiving grant funds from the CRA would ensure we continue the substantial donation program that was instituted in 2019.

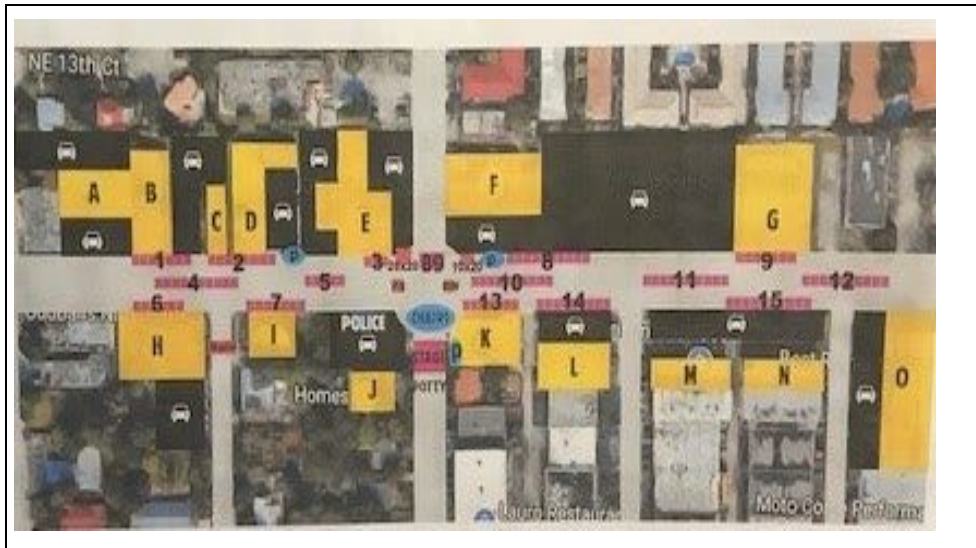
	2020 Actual	2021	2022	2023	2024
# Attendees	1550	2000	2200	2420	2662
Ticket Sales	\$ 27,717	\$ 35,764	\$ 39,340	\$ 43,274	\$ 47,602
Sponsorship	\$ 4,500	\$ 5,000	\$ 5,500	\$ 6,050	\$ 6,655
CRA Grant**	\$ 20,000	\$20,000	\$15,000	\$10,000	\$5,000
Total Revenue	\$52,217	\$60,764	\$44,840	\$49,324	\$54,257
Expenses					
Advertising	\$ 2,127	\$ 2,340	\$ 2,574	\$ 2,831	\$ 3,114
City/County/State Fees	\$ 1,889	\$ 2,078	\$ 2,286	\$ 2,514	\$ 2,766
Insurance	\$ 1,162	\$ 1,278	\$ 1,406	\$ 1,547	\$ 1,701
Production Services	\$ 3,261	\$ 3,587	\$ 3,946	\$ 4,340	\$ 4,774
Supplies	\$ 3,840	\$ 4,224	\$ 4,646	\$ 5,111	\$ 5,622
Rentals	\$ 3,233	\$ 3,556	\$ 3,912	\$ 4,303	\$ 4,733
Beer & Wine	\$ 5,000	\$ 5,500	\$ 6,050	\$ 6,655	\$ 7,321
Digital & PR	\$ 4,000	\$ 10,000	\$ 11,000	\$ 12,100	\$ 13,310
Misc, incl. cleaning	\$ 3,800	\$ 4,180	\$ 4,598	\$ 5,058	\$ 5,564
Total Expenses	\$ 28,312	\$ 36,743	\$ 40,418	\$44,459	\$ 48,905
NET PROFIT	\$ 23,905	\$ 24,021	\$ 40,418	\$ 44,459	\$ 48,905
Charity Distribution	\$ 4,600	TBD	TBD	TBD	TBD

VENDORS



Vendors:

For a second 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 pleased 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 four (4) 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 five (5) 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
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
- \$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 25% 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.

2020 Recipient



IMAGES







SITE PLAN NARRATIVE
CENTRAL CITY ALLIANCE
EVENT APPLICATION FOR DECEMBER 4TH, 2021
NE 13TH STREET FORT LAUDERDALE

Attached is a site plan for our event on NE 13th Street, extending from NE 6th Avenue to NE 8th Avenue, which includes the round-about at NE 7th Avenue (Dixie Highway)

The focal point of the event is the stage, located on NE 7th Avenue (Dixie Highway) at the round-about, facing North.

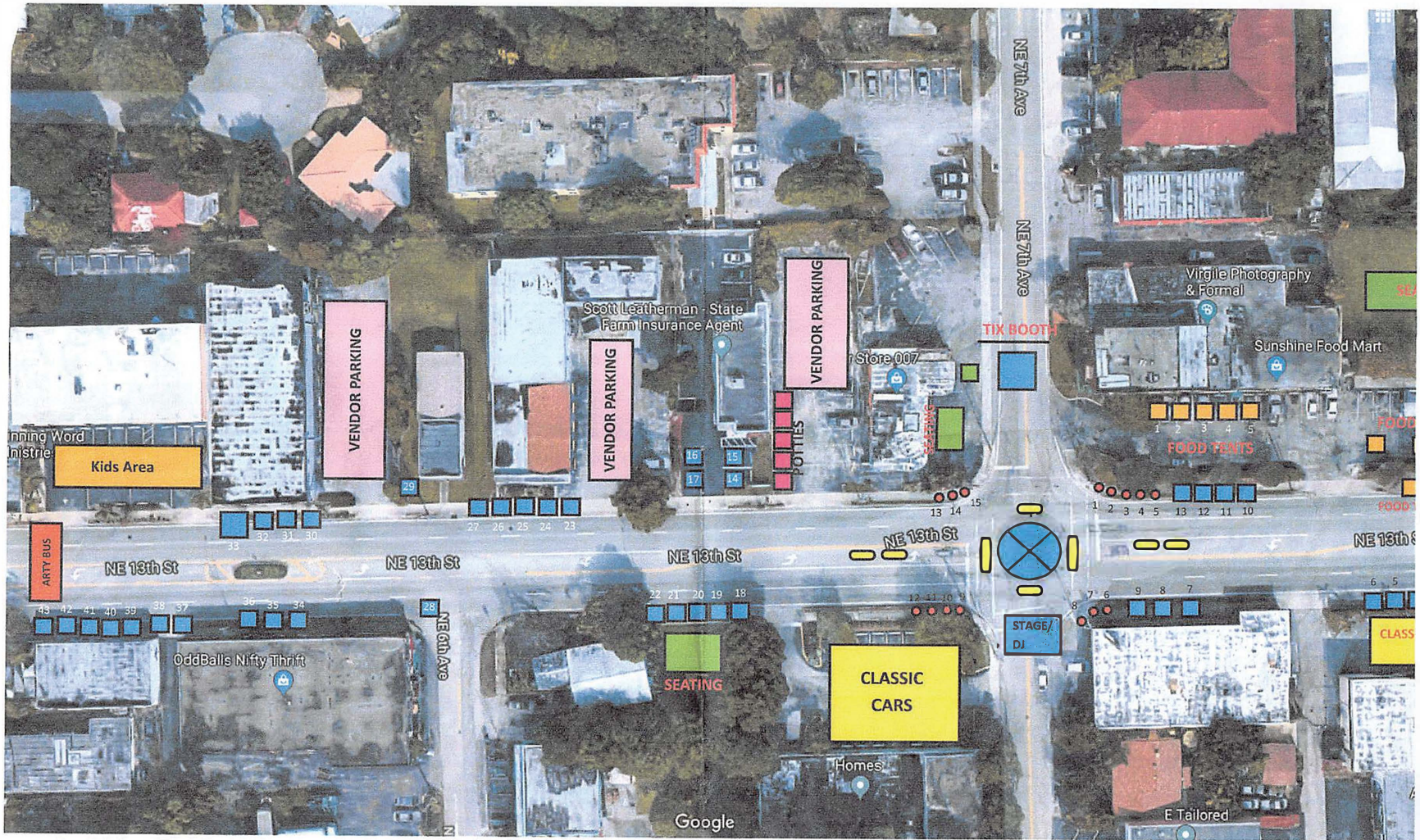
Facing the stage will be chairs for event patrons to watch live performances.

Port-a-potties, provided by "Porta Potty To Go" will be located West of the stage on the North Side of 13th Street.

Event goes will walk along 13th Street, where vendors will have assigned 12 foot spaces along the curbs on both sides of the street. Spaces are typically outfitted with tables and 10x10 tents.

Additional spaces for vendors will be assigned in the middle of NE 13th street, where there are paved breaks in the median. Such spaces are all well suited for food vendor trucks.

Barricades will be used to block NE 13th Street at NE 6th Avenue and NE 8th Avenue, as well as to block NE 7th Avenue (Dixie Highway) at the round-about. Additional barricades will block NE 6th Avenue and NE 8th Avenue at NE 13th Street.



KEY:

13th St . Craft Beer and Wine Festival



Central City Alliance
Embracing Community



DECEMBER 4, 2021

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



December 2021 will mark the **3rd** annual Festival



75+ volunteers



One FUN filled afternoon



2000+ attendees



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



\$4600 donated to H.O.M.E.S. Inc in 2020



DOZENS of marketing/media impressions

DECEMBER 4, 2021

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

For the third 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.



DECEMBER 1, 2021

Event Features

- Exotic Car Show
- Local Breweries & Wineries Sampling
- Food Trucks
- Artisan Market
- Live Music
- DJ
- Demonstrations
- Kids Activities and Play Area
- Local shops open to all
- Free General Admission
- Free Parking
- 6 Blocks of Street closed off

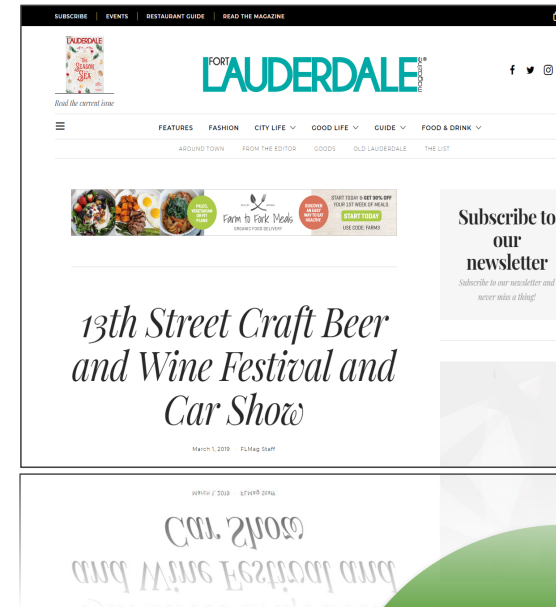
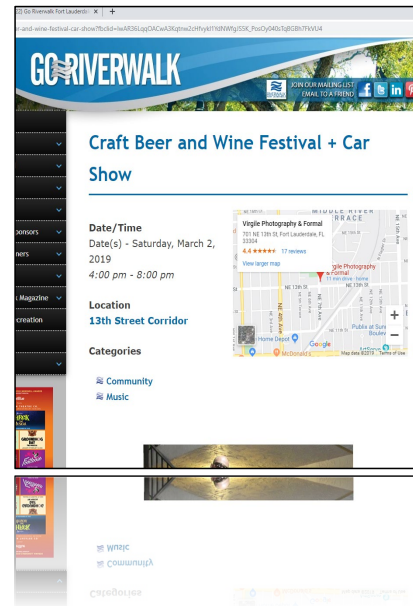


13th Street Craft Beer & Wine Festival with Car Show Social Media & Print Advertising

Social Media



Print Ads



DECEMBER 1, 2021

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 2021.



DECEMBER 1, 2021

2021 Sponsorship Opportunities

Four 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 2020 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





2020 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.



DECEMBER 1, 2021

EMBRACING COMMUNITY

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

2020 Recipient

