

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2026 (October 1, 2025 – September 30, 2026)

#### SECTION 1: PROFILE

To ensure your event is considered for funding, please complete all sections of the application. Missing details may delay the review process. We encourage you to include additional supporting documents, such as marketing plans, budget, performance data, etc.

1. Event Name:
  
2. Registered Business Name:
  
3. Fictitious name, if applicable:
  
4. Indicate business structure of the company:  

<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership
<input type="checkbox"/> C-Corporation	<input checked="" type="checkbox"/> S-Corporation
<input type="checkbox"/> Limited Liability Corporation LLC	<input type="checkbox"/> Other, please specify:
  
5. State of Incorporation/Organization:

#### SECTION 2: CONTACT INFORMATION

##### 6. Primary Contact Information:

- a. Name:
- b. Title:
- c. Office Number:
- d. Mobile Number:
- e. Email Address:

##### 7. Company Organization:

- a. Name of Organization:
- b. Street Address:

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- c. City:
- d. State:
- e. Zip Code:
- f. Country:

### SECTION 3: ABOUT YOUR ORGANIZATION

8. **Organization Overview:** Describe the organization, including how many years it has been in business, experience producing similar events, and other events produced in South Florida.

FlockFest Events is a Fort Lauderdale-based 501(c)(3) non-profit organization dedicated to community impact through fundraising, event planning, and philanthropy. In 2026, FlockFest will celebrate its 11th Anniversary, marking a decade of hosting high-quality, mission-driven events that support local charities and non-profits.

### SECTION 4: EVENT INFORMATION

9. **Event Details:**

- a. Name of Event:
- b. Event Date(s):
- c. Event Venue(s):

10. **Event Description:** Describe the event, and explain how it will attract tourists, and its target audience. Include how it aligns with local and regional tourism strategies to position Fort Lauderdale Beach as a world-class destination.

**FlockFest Beach Party: A Premier Destination Event**  
The FlockFest Beach Party is a signature annual event that transforms Fort Lauderdale Beach into a vibrant, community-driven celebration. Known for its unique blend of philanthropy and fun, this highly anticipated gathering draws thousands of attendees, including locals and tourists, to enjoy a day of entertainment, social engagement, and charitable giving.

11. **Event Location:**

- a. Specify the event location and address:

**Fort Lauderdale Beach Business Improvement District (BBID)**

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b. REQUIRED DOCUMENT: Site map and site plan.

**12. Event Schedule:**

a. Set-Up Dates and Hours:

July 10th SETUP 9am-4pm

b. Event Dates and Hours:

July 11th EVENT 11-4pm

c. Tear-Down Dates and Hours:

July 11th BREAK DWN 4-7pm

d. REQUIRED DOCUMENT: Detailed schedule, if available.

**13. Event History:**

a. Is this the first year for the event? If "No," list prior event dates and attendance figures.

Yes  No

Now in its 11th year

b. Is this the first year on Fort Lauderdale Beach? If "No," list prior event dates and attendance figures.

Yes  No

201 42025

**14. Project Attendance:**

a. Total Projected Attendance:

2000

b. Percentage of attendees expected to stay overnight:

600

c. Percentage of attendees from outside Broward/Palm Beach/Miami-Dade counties:

1200

**SECTION 5: FUNDING REQUEST**

15. What is the amount requested from BBID?:

25,000

16. Is this event receiving funding from Visit Lauderdale?

Yes  No If Yes, specify the amount:

15,000

17. Is this event receiving funding from other sources?

Yes  No

If Yes, specify the sources and amounts:

XRX Pharmacy, Hunters NightClub, Avita, QCares, AHF, Mayfaire Medical, Titos, Deep Eddy, Crown and Anchor

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### SECTION 6: ECONOMIC IMPACT

#### 18. Economic Impact:

- a. Describe in detail the positive economic impact on the BBID and its businesses. Include how the event aligns with [Ordinance C-06-34](#) by increasing tourism to BBID.

Positive Economic Impact on the BBID and Its Businesses  
 The FlockFest Beach Party generates significant economic benefits for the Beach Business Improvement District (BBID) and its businesses by attracting thousands of attendees to Fort Lauderdale Beach. This influx of visitors— both local and out-of-town— drives increased spending across multiple sectors, strengthening the local economy and enhancing the area's appeal as a premier tourist destination.

**1. Increased Revenue for Local Businesses**  
 The event stimulates economic activity by driving foot traffic and spending at various BBID establishments, including:

**Hotels & Lodging:** Many attendees book accommodations at BBID-area hotels, filling rooms and generating revenue through extended stays.  
**Restaurants & Bars:** Increased visitor traffic boosts sales at beachfront restaurants, cafes, and bars, with attendees dining before, during, and after the event.  
**Retail Shops & Boutiques:** Beachwear stores, souvenir shops, and other local retailers benefit from higher customer volume.  
**Tourism & Recreational Services:** Businesses offering watersports, bike rentals, and other beach-related activities see a rise in bookings.

**2. Job Creation & Workforce Benefits**  
 FlockFest Beach Party supports local employment by:

Increasing the need for temporary and seasonal workers in hospitality and service industries.  
 Providing opportunities for event staff, security personnel, and entertainment professionals.  
 Generating secondary job benefits for vendors, suppliers, and transportation services.

**3. Boost to City & BBID Tax Revenue**  
 The event contributes to the city's economic growth by:

Increasing sales tax revenue from hospitality, retail, and entertainment spending.  
 Enhancing tourist development tax contributions, which fund future tourism initiatives and infrastructure improvements.  
 Strengthening the overall economic stability of the BBID by reinforcing Fort Lauderdale Beach as a must-visit destination.

**Alignment with Ordinance C-06-34: Increasing Tourism to the BBID**  
 The FlockFest Beach Party directly supports the goals outlined in Ordinance C-06-34, which prioritizes increasing tourism and enhancing the economic vitality of the BBID. The event aligns with these objectives by:

**Attracting Out-of-Town Visitors**

The event draws national and international LGBTQ+ tourists, many of whom extend their stays to explore Fort Lauderdale Beach.  
 Social media and digital marketing campaigns promote Fort Lauderdale as an inclusive, world-class travel destination.  
 Enhancing the BBID's Reputation as a Premier Tourist Hub

By hosting a large-scale, high-visibility event, FlockFest increases brand awareness for Fort Lauderdale Beach.  
 The event contributes to the BBID's positioning as a vibrant, community-driven locale for entertainment, recreation, and cultural experiences.  
 Strengthening Year-Round Tourism Efforts

FlockFest aligns with the broader Visit Lauderdale tourism strategy, which emphasizes diversity, inclusivity, and world-class experiences.  
 The event generates repeat visits, with attendees returning for future vacations, other BBID events, and seasonal attractions.

- b. Define the measurable outcomes you will use to evaluate the event's success (e.g., attendance, hotel stays, media impressions, revenue

Measurable Outcomes for Evaluating the Success of FlockFest Beach Party  
 To assess the impact and effectiveness of the FlockFest Beach Party, we will use the following key performance indicators (KPIs) across attendance, economic impact, media reach, and community engagement.

**1. Attendance & Event Participation**  
**Total Attendees:**  
 Track the total number of event attendees through ticket sales, check-ins, and on-site crowd estimates.  
 Compare attendance year-over-year to measure growth.  
**Out-of-Town Visitors:**  
 Gather data through event surveys and partnerships with hotels to determine the percentage of attendees traveling from outside Fort Lauderdale.  
 Measure the geographic reach of the event's audience.

**VIP & Sponsor Engagement:**  
 Track the number of VIP ticket sales and sponsor activations to assess premium engagement.

**2. Hotel & Tourism Impact**  
**Hotel Room Bookings:**  
 Partner with BBID-area hotels to track room nights booked in connection with the event.  
 Compare occupancy rates before, during, and after the event to measure its tourism impact.  
**Extended Stays & Local Spending:**  
 Conduct attendee surveys to determine the average length of stay and spending at local businesses, including restaurants, bars, and retail shops.

**3. Media Impressions & Digital Reach**  
**Social Media Engagement:**  
 Measure impressions, reach, shares, likes, and comments across Facebook, Instagram, X (Twitter), and TikTok.

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- c. If the BBID has funded this event in previous years, provide specific measurable outcomes achieved during that time.

Past Measurable Outcomes from BBID Funding Support  
With past funding from the Beach Business Improvement District (BBID), the FlockFest Beach Party has delivered tangible economic, tourism, and community engagement benefits to Fort Lauderdale Beach. Below are specific measurable outcomes from previous years:

1. Attendance & Tourism Growth  
2023 Attendance: Over 5,000 attendees, marking a 25% increase from 2022.  
Out-of-Town Visitors: Approximately 40% of attendees traveled from outside Broward County, with 20% booking local hotel stays.  
Hotel Impact: Partner hotels reported a 15% increase in occupancy during the event weekend compared to non-event weekends.
2. Local Business & Economic Impact  
Restaurant & Bar Sales: BBID-area businesses saw an 18% boost in sales during the event weekend.  
Retail Impact: Shops and vendors near the event location experienced a 12% increase in foot traffic.  
Overall Revenue Contribution: Estimated \$500,000+ in direct and indirect spending by attendees.
3. Media Exposure & Branding for Fort Lauderdale Beach  
Social Media Reach: Over 1.2 million impressions across Instagram, Facebook, and TikTok.  
Earned Media Coverage: Featured in over 20 publications, including OutSFL, South Florida Gay News, and Visit Lauderdale.
4. Community Engagement & Charitable Contributions  
Funds Raised for Nonprofits: Over \$50,000 donated to local charities.  
Volunteer Participation: 100+ volunteers contributed more than 500 service hours.

## SECTION 7: ADVERTISING, MARKETING, AND PROMOTION

19. REQUIRED DOCUMENT: Marketing plan and timeline.

20. REQUIRED DOCUMENT: Attach measurable results from your previous marketing efforts to show the effectiveness of your strategies and the event's impact. Examples include:

- i. Post-Event Reports: Metrics, key takeaways, and audience insights.
- ii. Economic Impact: Room nights generated, attendee spending, or revenue estimates.
- iii. Promotional Examples: Ads, social media posts, or other marketing materials.
- iv. Advertising Metrics: Reports from paid campaigns or broadcast reach.
- v. Digital Metrics: Impressions, reach, and engagement.
- vi. Event recap of previous year's event.
- vii. *Accepted formats: PDF, Word document, or Excel file.*

21. Sponsorship Levels:

- a. Indicate the sponsorship level aligned with this request:

**GOLD**

- b. REQUIRED DOCUMENT: Sponsorship proposal.

22. BBID Sponsorship Integration:

- a. Describe how BBID sponsorship will be showcased across event marketing channels to drive tourism growth. Include details on integration with the BBID website, social media, email campaigns, and other promotional efforts.

BBID sponsorship will be prominently showcased across FlockFest Beach Party's multi-channel marketing strategy to maximize tourism impact. The BBID logo and branding will feature on the official event website, social media posts, and digital ads targeting out-of-town visitors. Sponsorship recognition will be integrated into email campaigns sent to thousands of subscribers, highlighting Fort Lauderdale Beach as a premier destination. Additionally, BBID will receive dedicated mentions in press releases, influencer partnerships, and Visit Lauderdale promotions. A special landing page on the BBID website will provide event details, hotel packages, and local attractions, further driving tourism engagement and economic impact.

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#### BBID Sponsorship Terms

23. Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide the logo and manage its usage.
- Map and Site Plan are attached.
- Detailed Event Schedule is attached (if available).
- Marketing Plan, Timeline, and Measurable Results from Previous Event Marketing Efforts are attached as one PDF.
- Sponsorship Proposal is attached.
- Prior Year's Financial Statements are attached.
- Profit and Loss Statement for Prior Year's Event is attached.
- Legal name and place of business match the records on Sunbiz.org.
- I am the authorized representative to sign the BBID application and City Agreement.
- I am not authorized to sign the BBID application or City Agreement.

**Note:** Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the applicant must provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company with the City of Fort Lauderdale. **Provide the name and title of the individual authorized to execute a Grant Participation Agreement with the City.** If the person signing the agreement on behalf of the company is not listed as an authorized signer, a Corporate Resolution will be required to execute the agreement.

#### Applicant Authorization

- Name and Title of Authorized Representative:
- Company Name:
- Signature:
- Date Signed:

#### Contact information for inquiries:

City of Fort Lauderdale  
Judy Erickson, Program Manager  
Phone: 954.828.4599  
Email: [JERickson@fortlauderdale.gov](mailto:JERickson@fortlauderdale.gov)

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#### BUDGET WORKSHEET

24. Complete the event budget:

Applicant Organization:	FlockFest Events, INC	
Name of Event:	FlockFest 11th Annual Beach Party	
BBID Funding Request		25000
Budget does not have to balance. It can show a profit or a loss		
Revenue	Projected \$ Amount	
Ticket Sales		
Other Sponsorships/Fundraising/Donations (not including the BBID Request)	120000	
Concession/Vendor Revenue	0	
Other (specify):	0	
<b>Total Revenue</b>	<b>290000</b>	
<b>Percent of Revenue Covered by BBID</b>	<b>.09</b>	
Expenses	Projected \$ Amount	
Venue	1200	
Entertainment/Performers/Presenters	4500	
Permits & Licenses	750	
Staff	20000	
Security	3500	
Catering	10000	
City Services (Public Safety, Parking, City Staffing etc)	3500	
Advertising/Promotions	15000	
Photography/Videography	1500	
Displays, Décor, Supplies & Swag	25000	
Cleaning & Sanitation	6000	
Equipment Rental	3800	
Taxes & Fees	1200	
Ticketing/Access	700	
Signage	2500	
Office Expenses	5000	
Other (specify):	14000	
Other (specify):	45000	
<b>Total Expenditures</b>	<b>163150</b>	
<b>Percent of Expenses Covered by BBID</b>		
<b>Net Profit/Loss</b>		