AGENDA
REGULAR MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday- August 12, 2019
3:30 PM

CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301

I. Call to Order/Roll Call
   Quorum
   Greg Cook
   BID Vice Chairperson

II. Approval of Minutes
   • July 8, 2019 – Regular Meeting
   • Bryan Lilley
     Fort Lauderdale Airshow Manager

III. Fort Lauderdale Airshow
     Post Event Presentation
     • Debra Lundy
       Associate Director
       Food Network & Cooking Channel
       South Beach Wine & Food Festival

IV. South Beach Food and Wine Festival
    Post Event Presentation and BID Funding Request
    • Matthew Lorraine and
      Zoltan Polgar
      Exclusive Sports Marketing, Inc.

V. 2019 Fort Lauderdale 13.1 Relay and 5K
    BID Funding Request
    • Dan Barnett
      BID Manager

VI. 2020 Publix A1A Marathon
    Post Event Presentation and BID Funding Request
    • Matthew Lorraine and
      Zoltan Polgar
      Exclusive Sports Marketing, Inc.

VII. BID Manager Update
     • Holiday Light and Decorative Services Update
     • Holiday Display Update
     • Greg Cook
       BID Vice Chairperson

VIII. Communications to the City Commission
      • Donald Morris, AICP
        CRA Manager

IX. Old/New Business
    • Next Meeting Agenda Item Recommendations
    • Greg Cook
      BID Vice Chairperson

X. Adjournment

THE NEXT REGULAR BID MEETING WILL BE HELD, Monday – SEPTEMBER 9, 2019

Purpose:
Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

Note:
Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.
If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk’s Office at 954-828-5002 and arrangements will be made to provide these services for you.
## Members Present and Absent

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8.12.2019 BID Meeting
I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

It was noted there was a quorum.

II. Approval of Minutes

- April 8, 2019 – Regular Meeting
- May 22, 2019 – Budget Workshop

Motion made by Ms. MacDiarmid, seconded by Vice Chair Cook, to approve the minutes of the April 8, 2019, regular meeting, and the May 22, 2019, budget workshop with the following correction:
  - On the member roster, change “Mike McManus” to “Thomas McManus”

In a voice vote, the motion passed unanimously.

III. Beach Projects Update

1) Las Olas Beach Park Project – Thomas Green, PE, CRA Senior Project Manager

Mr. Green reported the project started in April and they anticipate re-opening Las Olas Boulevard between mid-August and early September, 2019. Road work has begun on the Seabreeze Boulevard and SR A1A intersections, with work occurring on the inside lanes first. Once the inside lanes are constructed, the work will shift to the outside lanes. Both lanes in the intersections will open once the road work is complete.

Early morning concrete pours have occurred to recover some of the construction schedule, curbs are in, and asphalt is being peeled back on SR A1A.

Regarding Oceanfront Park:
  - Work is in progress on the shade canopy
  - The mechanical building, restroom, and visitors center are up.
Dirt is being cleared out in the bowl area in preparation for artificial turf
The seat walls, stairs and steps are in
Construction has begun on the interactive water feature
Substantial completion is targeted for late October/early November, 2019
Final completion slated for Christmas time

Mr. Green advised that having holiday lights in the park will depend on the vendor’s setup needs and the type of lighting. He said it takes two weeks to wrap the trees and poles and install and test the lights on Las Olas Boulevard. Access into the park to begin setup would be needed by mid-November. Mr. Barnett said it is a tight timeline, but hopefully it will work out.

At this time, Mr. Green’s PowerPoint presentation was begun. [Attached]

Mr. Green said they will not be doing much work on the Hub area and pointed out the work areas on the screen. There will be bollards, decorative poles, accent seating, and a pole to hold security cameras. Activities at the Hub would not likely be affected; work will be done by mid-August or early September.

The seating at the Hub will includes benches and concrete accent seats (like large hockey pucks) in between the bollards. Olas the snowman would not have to be relocated. Using aerial photos, Mr. Green pointed out where the seating would be.

Mr. Green stated that the final completion of the project includes Oceanfront Park, the South Intracoastal Park, and the Marina Promenade.

The Intracoastal Park will be like a small park with sod and trees; hardscape will take pedestrians under the bridge. The park will be available for special events, and there will be park space from the Intracoastal to the beach.

With the aid of photos, Mr. Green then reviewed progress at the Aquatic Center. He said there is an issue with FP&L - they have important infrastructure buildings (vaults) on the property that require temporary replacement if they are demolished. A work-around has been established.

Ms. Glassman mentioned a phone app called “Project Corners,” that shows updates on the projects. She also brought up the need for additional power in the Hub. Mr. Green said power bollards are in place nearby that can be used for events in the Oceanside Park, and they are hoping to extend the power to the Hub.

Mr. Green spoke about the proposed concrete 27-meter diving tower. Discussions are underway about how to build it and how much it will cost. It was not in the original project, but Mayor Trantalis brought it up at the groundbreaking for the facility; staff and Hensel Phelps are looking at its feasibility.
Mr. Barnett thanked Mr. Green on behalf of the BID for trying to get the projects done before the holiday season.

Ms. Lee asked about the status of dual lighting on the beach on SR A1A. Mr. Green explained that the project is from the South Beach Park up to Sunrise Boulevard with pedestrian lights on the west side of the roadway, hardscape improvements on the east side, bollards, and site furnishing improvements. Modification to State permits are being sought for dual light fixtures for turtle nesting areas. He was confident there would be approval.

The dual light fixtures would be the same as those on the east side (north of Sunrise Boulevard), with LED/amber lighting. A separate circuit, separate conduit, and separate switch will be installed to enhance the lighting controls.

Chair Fernandez asked that Mr. Green notify the BID once the permits are obtained, so that the Board knows when the actual work will begin.

1) Fort Lauderdale Beach Parking Lot – Chijioke Ezekwe, PE, CRA Project Manager

Mr. Ezekwe showed an aerial photo of the area (South Beach parking lot) and recounted the history of the project. Design has begun for the project, which is on the southern end of the parking lot. Curb cuts and shortening of the median will be made to assist trucks entering and leaving the park for events.

Two power bollards will be added to the staging area, and infrastructure will be prepared for temporary bathroom trailers.

Mr. Ezekwe said that with the uneven ground, there will be drainage issues, but he did not think they would have to raise anything up to a significant degree.

There was some uncertainty if temporary structures such as bollards or planters would be installed in the median at a certain point to allow turn-around areas for trucks if needed.

Kimley Horn is on schedule to submit a 100% design proposal by August, and then the project will go out to bid. Mr. Ezekwe expected construction to begin in May, 2020, and last four months.

Mr. Barnett stated that event producers are now asking for CAT-5 or CAT-6 (fiber) so they can produce their own wi-fi.

Chair Fernandez recalled that the BID had originally discussed a commitment of $750,000 over the life of the project. It was noted that the budget is now $450,000 ($300,000 has already been put aside, and $150,000 is in the 2020 budget). Chair
Fernandez confirmed that 2020 would be the last year the BID will commit monies to the project.

Chair Fernandez asked for an update on the vacant Natchez lot south of the Bonnet House. Mr. Green reported it is part of a land swap, and the eventual plans are for it to be use for parking. Transportation and Mobility is discussing whether to build a garage or have a surface lot.

Coordination is ongoing with Fire Station #13, which may use the land for a temporary home for their station while their new permanent station is under construction.

Ms. Lee announced an item to be discussed at the City Commission meeting on the next day: hiring of a consultant to work with Fish & Wildlife on the Incidental Take Permit, which will be necessary for Tortuga.

IV. Workshop Summary

Chair Fernandez reviewed a handout on the budget for the fiscal year beginning October 1, 2019. After adjustments have been made and all funds are depleted, there should be $125,000 to carry over to FY2020. He continued, reviewing discussion at the May 22, 2019, workshop regarding earmarking funds, touching on the Airshow, Pride, and South Beach Wine & Food Festival. If monies are not given to those three events, there should be $300,000 without the carryover.

Vice Chair Cook stated he cannot vote for South Beach Wine & Food Festival (SOBEWFF) because he has a conflict of interest – he does four events with them. He pointed out that most of the hotels also do events with them, and they all benefit from events by getting rooms from them.

Vice Chair Cook also commented that the SOBEWFF does not have any event in Fort Lauderdale that gives recognition to hotels and restaurants that participate. He noted, though, that Fort Lauderdale is more prominent in the marketing for this year’s event.

Vice Chair Cook spoke about Lee Schrager, founder of SOBEWFF, being approached by West Palm Beach to shift the event there. Vice Chair Cook wanted the BID to support it to keep it in Broward County, particularly if the Convention and Visitor’s Bureau (CVB) does not support it.

Chair Fernandez recalled that SOBEWFF had said that if the CVB did not fund them, they were not going to come back. Discussion would be required with SOBEWFF to see if they could come back with just BID funding.

Vice Chair Cook said he met with Stacy Ritter from the CVB to talk about reconsidering funding for the Festival. Mayor Trantalis is also planning to speak to her.
Chair Fernandez pointed out that while the Festival helps make the City a food destination, it does not bring overnight stays. Vice Chair Cook continued to voice his support for the SOBEWFF, noting it creates international exposure.

Mr. McManus agreed with Vice Chair Cook’s comments and did not concur with the CVB’s direction on the Festival.

There was speculation if the City of Fort Lauderdale might step up and help fund the event, which would change the dynamics of funding the event.

Mr. Barnett stated he would set up a meeting with Mr. Schrager and invited Chair Fernandez to attend.

Mr. Barnett indicated that FY 2020 and FY 2021 will provide them with some freedom of budget due to items that the BID is no longer funding (Tortuga, Riptide, and the Ambassadors Program). In addition, the Beach Redevelopment Advisory Board (BRB) is sunsetting after 2020, so there will not be any support from them for items such as Holiday Lights.

Vice Chair Cook asked if Swatch was going to have an event, and Mr. Barnett answered they have a financial issue in Europe that is preventing them from making plans here.

Regarding the voting conflict, Chair Fernandez suggested that Mr. Barnett and Mr. Morris talk to the Legal Department. Vice Chair Cook mentioned that the hotels have room blocks for the events.

Vice Chair Cook noted that when one entity stops supporting an event, other possible supporters will follow suit, creating a domino effect.

Chair Fernandez relayed that Ms. Ritter thinks the SOBEWFF is a great brand, but does not do anything for the CVB brand. Mr. Fleming added that Ms. Ritter’s mission is to eliminate funding events that do not bring in room nights.

Chair Fernandez advised there was a Tourist Development Council meeting where the funding of initiatives/events that do not necessarily bring overnight stays was discussed. The point was made that sometimes an event has to be supported to bring attention and awareness to the destination.

Ms. MacDiarmid said that the Pride event is most impactful for her hotel.

Ms. Omengebar advised that the BID budget needs to be ready to go to the City Commission by the end of August. It was noted that the placeholders can be part of the submitted budget.

Ms. Omengebar stated that all the events under “Promotional Contributions” on the
FY2020 proposed budget are not necessarily fixed amounts.

V. PRIDE Presentation II 2020 Funding Request – Miik Martorell, PRIDE FTL President

JW Arnold, from Pride Fort Lauderdale, showed a promotional video on Pride of the Americas 2020.

Mr. Martorell spoke about the over 500 Pride organizations from countries, territories, and islands that are coming together for the event. After the event goes to different countries for several years, they plan to bring it back to Fort Lauderdale as an even bigger event.

Mr. Arnold said they have been talking to Tortuga and hope to assume most of their footprint once that festival closes down. Mr. Arnold said the Opening Ceremony will be at the Broward County Center for the Performing Arts, and he then reviewed some of the other activities that will be part of the event.

The CVB and the Broward County Commission have approved the event, and the CVB is giving $500,000 plus $250,000 for in-kind services (including marketing and advertising). For the 2019 event, the CVB contributed $50,000.

Mr. Martorell said the funding will help with the infrastructure so they can put funds toward headliner entertainment. They would like to have three big-name artists on the weekend to attract people.

The event will be April 21 through the 26, 2020; the 24th through the 26th will be on Fort Lauderdale Beach.

The City’s Nighttime Economy office is still working on permitting the event right after Tortuga. Generally speaking, Mr. Martorell said that Tortuga has until Friday night to clean up; since Pride will have a smaller footprint, they should be able to complete setup by Tuesday.

About 120,000 attended the 2019 event over the course of a week.

Ms. Lee complimented them on the 2019 event. However, she expressed concerned about turtle season and said they need to contact Fish & Wildlife immediately. Mr. Arnold said he has had initial conversations with the State and with Tortuga.

Mr. Martorell said they had a highly successful drag brunch with SOBEWFF and mentioned that he sees the value in food and wine festivals.

Chair Fernandez reminded the Board that one of the reasons $40,000 was suggested as a contribution amount was because the BID found out how much the CVB was
providing and felt comfortable that the event had substantial support elsewhere.

Mr. Fleming felt that since it will be a much larger event, costs will be greater, and he favored approving their funding request for $125,000.

Mr. McManus suggested $75,000, taking into consideration the CVB and the fact that it will be a bigger event. Vice Chair Cook and Ms. MacDiarmid were amenable to that amount.

Mr. Martorell mentioned that the event will cost them approximately $2.2 to $2.8 million, depending on the artists they procure.

**Motion** made by Ms. MacDiarmid, seconded by Vice Chair Cook, to contribute $75,000 to the Pride of the Americas 2020. In a voice vote, the motion passed unanimously.

VI. BID Manager Update – Dan Barnett, BID Manager

- **Holiday Season Plans**

Mr. Barnett reported that the BRB contributed $50,000 towards buying lighting for the new park. He spent time with the Parks and Recreation staff discussing what to do at the new park – they want something remarkable.

Using the parking garage as an example, Mr. McManus doubted that a big event could happen in that timeframe. However, he thought an opportunity to showcase the park would happen in conjunction with the Super Bowl. Other Board members agreed.

Chair Fernandez recommended a separate conversation on a Super Bowl event. Meanwhile, he thought the BID should be financially prudent, thinking there was too much risk in doing something at the park. Instead, he suggested investing in whatever lighting/experience that would have been, but push it back six months. The lights could be stored.

Mr. Fleming agreed they could purchase the lights and if the project gets delayed, they could be installed the next year.

Mr. Barnett advised that the BRB $50,000 purchase was independent of the BID - it was not a match. The BRB can buy the lights that go on the trees and date palms.

A suggestion was made to match the amount and buy something grander. Mr. Barnett suggested they could light up during the season – January, February, and March – perhaps beginning with the grand opening for the park.

Chair Fernandez asked Ms. Lee if the City would be allowed to invest in a mega-lighting system in the new Oceanfront Park that would stay there permanently once the
Incidental Take Permit process is started. Ms. Lee pointed out that the new park has already been approved by Fish & Wildlife as a trial test with the dual lighting. Turtle season does not occur during January-March, and she suggested designing the lights so that they go amber during turtle season. Ms. Lee added the park will need lighting and security year-round.

Vice Chair Cook suggested proposed buying the lights and see what they look like. Perhaps a vendor would want to set up something during the holidays and lease the park.

Mr. Barnett said the BID could set some money aside for installation, maintenance, and removal as needed, while the BRB provides the funds for purchasing the lighting.

Ms. Omengebar reminded the BID that there are two separate purchases: one to own the lights for the beach and the park, and the other is for the display (Olas the snowman). Mr. Barnett said they are working with the vendor to see if they can purchase Olas.

Ms. Omengebar recommending waiting to see the purchased lights before planning anything “spectacular.” A total of 50 palms will be wrapped in the park, and some coconut palms lining the street will also be lit with white and blue lights.

Chair Fernandez confirmed that the CRA sunsets at the end of September, 2020, so this is the last year for funding from the BRB. He also stated the BID will not buy new lighting at this time.

Mr. Barnett asked the Board if they would be amenable to buying something that already exists for a display (not a custom design) if they are not successful in getting Olas.

VII. Communications to the City Commission - None

VIII. Old/New Business

* August Agenda Item Recommendations – Not addressed

Upon motion duly made and seconded, the meeting adjourned at 5:17 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:
PowerPoint presentation on Las Olas Beach Park Project – Tom Green
Photo of South Beach parking lot – Chijioke Ezekwe
Video on Pride event – JW Arnold
BID FY2020 Proposed Budget document – Dan Barnett
The Fort Lauderdale Air Show returned to Fort Lauderdale Beach on May 4-5, 2019 for the fourth consecutive year and soared through mostly sunny skies. Hundreds of thousands of spectators watched from the beach, boats, hotel balconies, condo towers, rooftops and backyards to see the return of the U.S. Navy Blue Angels to South Florida’s largest and most popular spectator event.
2019 Geographic and Visitor Info
from FortLauderdaleAirShow.com - May 7, 2018 to May 6, 2019

- 326,823 sessions
- 219,980 unique visitors (users)
- 15,350 where-to-stay page visits
- 13,776 sessions from outside the USA
- 43,615 sessions from outside Florida
- 269,432 sessions from inside Florida

269,432 Florida visits came from:
- 206,074 from Fort Lauderdale/Miami
- 24,208 from Palm Beach Ft. Pierce
- 19,660 from Tampa Bay area
- 14,472 from Orlando/Central FL
- 3,100 from Fort Myers/Naples
- 1,918 from elsewhere in Florida

Over 61,000 sessions in one-day on Saturday, May 4th!
## Detailed Geographic Analytics

### Location

**All Users**

**95.02%** Users

**Map Overlay**

**Region:** Florida

### Summary

1. **Florida**
   - **106,396** Users
   - **106,396** New Users
   - **106,396** Sessions

### Country Acquisition

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### Region

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### Acquisition

- **Fort Lauderdale Air Show**

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### Additional Information

- **Goal 11 Completions:** 1,750
- **Goal 11 Value:** $0.00
Host Hotels

The best place to stay during air show weekend is where the performers stay, at one of our host hotels! It's your best chance to meet some of the pilots, get an autograph or even snap a selfie. The Fort Lauderdale Air Show sponsored by the Greater Fort Lauderdale Convention and Visitors Bureau is proud to partner with the hotels listed below to host the flight team performing at this year's event.

Turn air show weekend into a fabulous vacation or staycation experience during the Fort Lauderdale Air Show and enjoy special rates for air show weekend.

### Hotels

- **Sonesta Fort Lauderdale**
  - 6.7 miles from show center
  - [Image of Sonesta Fort Lauderdale](image)

- **Atlantic Fort Lauderdale**
  - 1.5 miles from show center
  - [Image of Atlantic Fort Lauderdale](image)

- **Conrad Fort Lauderdale Beach**
  - 1.1 miles from show center
  - [Image of Conrad Fort Lauderdale Beach](image)

- **Bahia Mar Beach Resort and Spa**
  - 1.6 miles from show center
  - [Image of Bahia Mar Beach Resort and Spa](image)

- **Pelecan Grand Beach Resort**
  - 2.3 miles from show center
  - [Image of Pelecan Grand Beach Resort](image)
Media Exposure

As of June 19th, 2019

Print - 1 million impressions
  Compared to 2018’s: 2.9 million impressions

Television - 8.8 million impressions
  Compared to 2018’s: 1.2 million impressions

Online - 1.61 billion impressions
  Compared to 2018’s: 247.7 million impressions

Total - 1.62 billion impressions
U.S. Navy Blue Angels to Fly Over Spaceship Earth at Epcot on May 2

By Thomas Smith, Editorial Content Director, Disney Parks

Guests visiting Epcot on May 2 will have the rare opportunity to see some of the world’s best pilots in action during their Walt Disney World Resort vacation when the U.S. Navy Blue Angels fly over the park’s iconic Spaceship Earth attraction.

In honor of Military Appreciation Month, The U.S. Navy Blue Angels are scheduled to make two flight passes over Epcot on the morning of Thursday, May 2 before continuing their flight to the Fort Lauderdale Air Show in Florida. If you’re planning to be at Epcot for the flyovers, a great viewing area will be between Spaceship Earth and the entrance to World Showcase.
FORT LAUDERDALE AIR SHOW

FRIDAY NIGHT TAKE OFF PARTY ON LAS OLAS

SATURDAY NIGHT FLIGHT SUIT SOCIAL AT FXE

EVENING SOCIAL EVENTS
### 2019 City Support Costs

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<tr>
<td><strong>Total City Support Costs</strong></td>
<td><strong>$201,203.10</strong></td>
</tr>
</tbody>
</table>

*Includes $10,206.00 invoice from a city sub-contractor that was paid directly by FLAS

BID funds were applied to Police, Fire, Ocean Rescue and Clean Up costs outside the Event Site where the event is viewed for free.
### 2019 Fort Lauderdale Air Show Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Code</th>
<th>Account</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escrow</td>
<td>4/25/19</td>
<td>219-000036</td>
<td>FD001</td>
</tr>
<tr>
<td>Beach Business Improver CAM 19-0089</td>
<td>MGR143502</td>
<td>4207</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 2019 Fort Lauderdale Air Show Expenses

<table>
<thead>
<tr>
<th>A</th>
<th>Finance/Business Tax</th>
<th>FIN090909</th>
<th>B101</th>
<th>367.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Parks and Recreation</td>
<td>PKR062901</td>
<td>N900</td>
<td>16,248.32</td>
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<tr>
<td>C</td>
<td>Beach Usage Fee</td>
<td>PKR033401</td>
<td>K029</td>
<td>1,200.00</td>
</tr>
<tr>
<td>E</td>
<td>Fire/EMS</td>
<td>F0R030101</td>
<td>N499</td>
<td>43,057.50</td>
</tr>
<tr>
<td>E</td>
<td>Fire/EMS</td>
<td>F0R01102</td>
<td>N499</td>
<td>16,735.17</td>
</tr>
<tr>
<td>E</td>
<td>Fire/EMS</td>
<td>F0R010501</td>
<td>N499</td>
<td>2,686.61</td>
</tr>
<tr>
<td>G</td>
<td>Transportation and Mobility - Parking</td>
<td>TAM020301</td>
<td>J484</td>
<td>9,580.00</td>
</tr>
<tr>
<td>H</td>
<td>Transportation and Mobility - Parking</td>
<td>TAM020202</td>
<td>J379</td>
<td>3,322.00</td>
</tr>
<tr>
<td>I</td>
<td>Public Works -</td>
<td>PBS660511-IC</td>
<td>N572</td>
<td>2,250.00</td>
</tr>
<tr>
<td>J</td>
<td>Police detail</td>
<td>Return escrow funds</td>
<td></td>
<td>99,367.50</td>
</tr>
</tbody>
</table>

**TOTAL 2019 Air Show Expenses**

| 194,814.60 |

#### 2019 Fort Lauderdale Air Show Damages

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Damages Reported</td>
</tr>
</tbody>
</table>

**TOTAL 2019 Air Show Damage Expenses**

| - |

#### Grand Total (Air Show Expenses - Air Show Damage Expenses)

| 194,814.60 |

#### To Be Returned to Air Show

| 36,267.69 |
**MISCELLANEOUS RECEIPT**

**Date:** 5/3/2019

**Received From:** Fort Lauderdale Air Show

<table>
<thead>
<tr>
<th>Payor Name: Lauderdale Air Show LLC - Special Event</th>
<th>Index/GL Code</th>
<th>SubObject/Subsidiary Code</th>
<th>Cash</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>For: Business Tax May 4-5, 2019</td>
<td>FIN090909</td>
<td>B101</td>
<td>2200</td>
<td>$367.50</td>
</tr>
<tr>
<td>Payor Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payor Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payor Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub Total** $367.50

6% Florida State Sales Tax

<table>
<thead>
<tr>
<th>Index/GL Code</th>
<th>SubObject/Subsidiary Code</th>
<th>Cash</th>
</tr>
</thead>
<tbody>
<tr>
<td>FD001</td>
<td>219-450009</td>
<td>3100</td>
</tr>
</tbody>
</table>

**Total Receipt** $367.50

**Received By:** pg

**Department/Division:** 2212

**Phone Extension:**

---

8.12.2019 BID Meeting

Page 24 of 87
8.12.2019 BID Meeting

Barbara Smith

From: William McDonough
Sent: Thursday, May 09, 2019 3:08 PM
To: Barbara Smith
Cc: Mark Almy
Subject: RE: Air Show Final Expenses

Follow Up Flag: Follow up
Flag Status: Flagged

Staffing:

22 employees X 12.5 hours X $40/hr. = $11,000
Cardboard trash containers 600 x $3.40 = $2,040
Trash can liners 3000 x $.385 = $1,155
Dumpsters $684.44 x 3 dumpsters = $2,053.32

Total = $16,248.32

From: Barbara Smith
Sent: Thursday, May 09, 2019 2:53 PM
To: Ron Tetreault <RTetreault@fortlauderdale.gov>; Karl Yeager <KYeager@fortlauderdale.gov>; 'Maureen Potter' <maureen@goriverwalk.com>; David Heaney <DHeaney@fortlauderdale.gov>; Jeron Coney <JConey@fortlauderdale.gov>; William McDonough <WMcDonough@fortlauderdale.gov>; Monica Ferrer <MonicaF@fortlauderdale.gov>; Luis Herrera <LHerrera@fortlauderdale.gov>; Jose Vazquez <Jose.Vazquez@fortlauderdale.gov>; Lisa Coleman <LColeman@FortLauderdale.gov>; Max Newhart <MNewhart@fortlauderdale.gov>; Jo-Ann Lorber <JLorber@fortlauderdale.gov>; Daniel Oatmeyer <DOatmeyer@fortlauderdale.gov>; Mauricio Hernandez <MaHernandez@FortLauderdale.gov>; Luis Herrera <LHerrera@fortlauderdale.gov>; Monica Ferrer <MonicaF@fortlauderdale.gov>; Steven Greenlaw <StevenG@fortlauderdale.gov>; Charles Nevlus <CNevlus@fortlauderdale.gov>; Todd Stilphen <TStilphen@fortlauderdale.gov>; Jeffrey Newman <jeffreyne@fortlauderdale.gov>; Luis Herrera <LHerrera@fortlauderdale.gov>; Monica Ferrer <MonicaF@fortlauderdale.gov>; Steven Greenlaw <StevenG@fortlauderdale.gov>; Karl Kunz <KKunz@fortlauderdale.gov>; PD Special Events <PDSpecialEvents@fortlauderdale.gov>; Tracie Moll <TMoll@fortlauderdale.gov>; Bobby Washington <BWashington@fortlauderdale.gov>; Gwen Bass-Kemp <GBass-Kemp@fortlauderdale.gov>; Marie Flynn <MFlynnt@fortlauderdale.gov>; Onesi Girona <OGirona@fortlauderdale.gov>
Cc: Sarah Spurlock <SSpurlock@FortLauderdale.gov>
Subject: Air Show Final Expenses
Importance: High

Team,

If you have not done so already please send me your department’s final Air Show expenses.

Also include the index code and sub object to be credited.

I need this no later than close of business tomorrow.

8.12.2019 BID Meeting
**MISCELLANEOUS RECEIPT**

**Date:** 5/15/2019

**Received From:** Barbara Smith

<table>
<thead>
<tr>
<th>Description: (limit: 45 characters Payor &amp; Description)</th>
<th>Index/GL Code</th>
<th>SubObject/ Subsidiary</th>
<th>Cash Code</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payor Name: Lauderdale Air Show LLC</td>
<td>PKR033401</td>
<td>K029</td>
<td>2704</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>For: Beach Usage Fee &amp; Application fee</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payor Name:</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
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</tr>
<tr>
<td>Payor Name:</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payor Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub Total** $1,200.00

| 6% Florida State Sales Tax | FD001 | 219-450009 | 3100 |        |

**Total Receipt** $1,200.00

**Received By:**

**Form H-1000** Rev 8/02

**Department/Division** City Manager's Office/Phone Extension

**Nic** x6074
### ESCROW ACCOUNT:

**Request Date: 05/15/19**

<table>
<thead>
<tr>
<th>Description Of Services</th>
<th>Index/Subobject or G/L-Subsidiary</th>
<th>Amount</th>
<th>Sales Tax Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMERGENCY MEDICAL STANDBY</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Air Show Practice - May 2nd</td>
<td>FIRQ030101-N499</td>
<td>$1,350.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Fire Boat: $225 X 6.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,050.00</td>
<td>N</td>
</tr>
<tr>
<td>Air Show Practice - May 3rd</td>
<td>FIRQ030101-N499</td>
<td>$1,912.50</td>
<td>N</td>
</tr>
<tr>
<td>1 Fire Boat: $175 X 6.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,050.00</td>
<td>N</td>
</tr>
<tr>
<td><strong>Air Show - May 4th</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Command Officers: $50 X 10.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,000.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Engine: $225 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,912.50</td>
<td>N</td>
</tr>
<tr>
<td>1 Engine/Driver Engineer: $60 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$510.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Engine/Driver Engineer: $60 X 9.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$540.00</td>
<td>N</td>
</tr>
<tr>
<td>1 HazMat Team: $270 X 9.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$2,430.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Fire Boat: $175 X 9.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,575.00</td>
<td>N</td>
</tr>
<tr>
<td>2 Rescues: $130 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$2,210.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Rescue: $130 X 9.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,170.00</td>
<td>N</td>
</tr>
<tr>
<td>4 Carts: $130 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$4,420.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Cart: $175 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,487.50</td>
<td>N</td>
</tr>
<tr>
<td>10 ATM: $50 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$4,250.00</td>
<td>N</td>
</tr>
<tr>
<td><strong>Air Show - May 5th</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Command Officers: $50 X 10.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,000.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Engine: $225 X 8.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,800.00</td>
<td>N</td>
</tr>
<tr>
<td>2 Rescues: $130 X 8.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$2,080.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Rescue: $130 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,105.00</td>
<td>N</td>
</tr>
<tr>
<td>1 Cart: $175 X 8.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,400.00</td>
<td>N</td>
</tr>
<tr>
<td>4 Carts: $130 X 8.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$4,160.00</td>
<td>N</td>
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<tr>
<td>6 ATM: $50 X 8.00 hours</td>
<td>FIRQ030101-N499</td>
<td>$2,400.00</td>
<td>N</td>
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<tr>
<td>1 ATM: $50 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$425.00</td>
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<tr>
<td>1 Fire Boat: $175 X 8.50 hours</td>
<td>FIRQ030101-N499</td>
<td>$1,487.50</td>
<td>N</td>
</tr>
<tr>
<td><strong>1 HazMat Team: $270 X 8.50 hours</strong></td>
<td>FIRQ030101-N499</td>
<td>$2,295.00</td>
<td>N</td>
</tr>
<tr>
<td><strong>Air Show - May 4th &amp; May 5th</strong></td>
<td></td>
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<tr>
<td>Support Services: 3 Personnel</td>
<td>FIRQ010501-N499</td>
<td>$2,686.61</td>
<td>N</td>
</tr>
<tr>
<td>Medical Tent</td>
<td>FIRQ030101-N499</td>
<td>$1,000.00</td>
<td>N</td>
</tr>
<tr>
<td><strong>Ocean Rescue Miscellaneous Supplies</strong></td>
<td>FIRQ010102-N499</td>
<td>$1,775.07</td>
<td>N</td>
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<tr>
<td>46 Ocean Rescue Event Workers: $17.88 X 8.00 hours</td>
<td>FIRQ010102-N499</td>
<td>$6,579.84</td>
<td>N</td>
</tr>
<tr>
<td>24 Ocean Rescue Lifeguards: $17.88 X 10.50 hours</td>
<td>FIRQ010102-N499</td>
<td>$4,505.76</td>
<td>N</td>
</tr>
<tr>
<td>9 Ocean Rescue Lifeguards: $41 X 10.50 hours</td>
<td>FIRQ010102-N499</td>
<td>$3,874.50</td>
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</tr>
<tr>
<td><strong>Total Amount Due:</strong></td>
<td></td>
<td>$55,109.31</td>
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</table>

Contact Person: Marie Flynn  
Phone: X7421

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRQ010501-N499</td>
<td>$2,686.61</td>
<td></td>
</tr>
<tr>
<td>FIRQ030101-N499</td>
<td>$43,057.50</td>
<td></td>
</tr>
<tr>
<td>FIRQ010102-N499</td>
<td>$16,735.17</td>
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</tr>
<tr>
<td><strong>Total Amount Due:</strong></td>
<td>$62,479.26</td>
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</tr>
</tbody>
</table>

Requesting Dept: Fire-Rescue
Good morning Barbara:

I have attached the invoices for the Air Show.

Below is the breakdown for the Air Show ETV:

| TAM020201 | $3,322.00 |
| TAM020202 | $9,580.00 |
| **TOTAL** | **$12,902.00** |

Please let me know if you have any questions.

Have a wonderful day!

Lisa Coleman
Senior Accounting Clerk
City of Fort Lauderdale
Transportation and Mobility
290 NE 3rd Avenue
Fort Lauderdale, FL 33301
(954)828-3790

WE BUILD COMMUNITY
CITY OF FORT LAUDERDALE
TRANSPORTATION & MOBILITY DEPARTMENT
BILLING INVOICE

Bill to: Lauderdale Air Show, Inc.
ATTN: Kyle Smith
P.O. Box 360857
Melbourne, FL 32936

PHONE: (717) 583-0800 x707 EMAIL: KYLE@AIR.SHOW
PHONE: (321) 368-3808 EMAIL: BRYAN@BILLEY.COM

ESCROW / ETV

Invoice Date: 5/6/2019
PLEASE REMIT TO:
City of Fort Lauderdale
Transportation and Mobility Department
290 NE 3rd Ave
Fort Lauderdale, FL 33301

<table>
<thead>
<tr>
<th>Description</th>
<th>Item Amount:</th>
<th>Tax Amount:</th>
<th>Total Amount:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale Air Show 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, May 3, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J379/3713/TAM020201 A1A (Westside spaces on the 1200 Block)</td>
<td>$20.00</td>
<td></td>
<td>$20.00</td>
</tr>
<tr>
<td>2 spaces x $10 flat rate x 1 day</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applicants are responsible for securing spaces

Payment Due Date: ESCROW / ETV

Total Due: $20.00

PAYMENT DUE UPON RECEIPT OF INVOICE
NO REFUNDS

Bills may be subject to interest, penalty charges, or additional fees if not paid promptly.
ALL INVOICE REQUESTS REQUIRE A MINIMUM OF 72 HOURS NOTICE
PLEASE PLACE INVOICE NUMBER ON CHECK - DO NOT SEND CASH

Prepared by: Lisa Coleman 954-828-3790 Date: 5/6/2019
# CITY OF FORT LAUDERDALE

TRANSPORTATION & MOBILITY DEPARTMENT

BILLING INVOICE

Bill to: Lauderdale Air Show, Inc.
ATTN: Kyle Smith
P.O. Box 360857
Melbourne, FL 32936

PHONE: (717) 583-0800 x707  EMAIL: KYLE@AIR.SHOW
PHONE: (321) 388-3808  EMAIL: BRYAN@BILLEY.COM

ESCROW / ETV

Invoice Date: 5/2/2019
PLEASE REMIT TO:
City of Fort Lauderdale
Transportation and Mobility Department
290 NE 3rd Ave
Fort Lauderdale, FL 33301

Invoice #: PS1905003

<table>
<thead>
<tr>
<th>Description:</th>
<th>Item Amount:</th>
<th>Tax Amount:</th>
<th>Total Amount:</th>
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</thead>
<tbody>
<tr>
<td>J379/3713 TAM020201 Fort Lauderdale Air Show 2019 Thursday, May 2, 2019 A1A (Eastside sides spaces between NE 12 ST to NE 16 ST) 82 spaces x $10 flat rate x 1 day</td>
<td>$820.00</td>
<td></td>
<td>$820.00</td>
</tr>
</tbody>
</table>

Applicants are responsible for securing spaces

Payment Due Date: ESCROW / ETV

Total Due: $820.00

PAYMENT DUE UPON RECEIPT OF INVOICE
NO REFUNDS
Bills may be subject to interest, penalty charges, or additional fees if not paid promptly.
ALL INVOICE REQUESTS REQUIRE A MINIMUM OF 72 HOURS NOTICE
PLEASE PLACE INVOICE NUMBER ON CHECK - DO NOT SEND CASH

Prepared by: Lisa Coleman  954-828-3790  Date: 5/2/2019
CITY OF FORT LAUDERDALE
TRANSPORTATION & MOBILITY DEPARTMENT
BILLING INVOICE

Invoice Date: 4/25/2019
Revision 1: 5/2/2019

PLEASE REMIT TO:
City of Fort Lauderdale
Transportation and Mobility Department
290 NE 3rd Ave
Fort Lauderdale, FL 33301

PHONE: (717) 583-0800 x707 EMAIL: KYLE@AIR.SHOW
PHONE: (321) 388-3808 EMAIL: BRYAN@BILLEY.COM

Invoice #: PS1904042

<table>
<thead>
<tr>
<th>Description</th>
<th>Item Amount:</th>
<th>Tax Amount:</th>
<th>Total Amount:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale Air Show 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, May 1, 2019 through Monday, May 6, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setup - Wednesday, May 1st to Monday, May 6th</td>
<td>$120.00</td>
<td></td>
<td>$120.00</td>
</tr>
<tr>
<td>J379/3713 TAM020201 2 spaces x $10 flat rate x 6 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, May 2, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J379/3713 TAM020201 A1A (eastside spaces by NE 15 NE St)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>TAM020201 11 spaces x $10 flat rate x 1 day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set up / Breakdown days - May 3, 6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J379/3713 TAM020201 A1A (eastside spaces between NE 14 CT and NE 18 ST)</td>
<td></td>
<td></td>
<td>$1,820.00</td>
</tr>
<tr>
<td>TAM020201 91 spaces x $10 flat rate x 2 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J384/3714 TAM020202 Set up day - Friday, May 3, 2019</td>
<td></td>
<td></td>
<td>$1,460.00</td>
</tr>
<tr>
<td>TAM020202 North Beach - street meters (East Side Sunrise to NE 18 St)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TAM020202 146 spaces x $10 flat rate x 1 day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event days - May 4, 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J384/3714 TAM020202 North Beach - Street meters (East/West Side Sunrise to NE 18 ST)</td>
<td>$8,120.00</td>
<td></td>
<td>$8,120.00</td>
</tr>
<tr>
<td>TAM020202 203 spaces x $20 flat rate x 2 days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, May 2nd and Friday, May 3, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J379/3713 TAM020201 12 spaces x $1.25/hr x 16 hrs x 2 days</td>
<td>$432.00</td>
<td></td>
<td>$432.00</td>
</tr>
<tr>
<td>Enforced: 8AM - 12AM everyday</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Special Events Discount Included (-$48.00)
Applicants are responsible for securing spaces

Payment Due Date: ESCROW / ETV
Total Due: $12,062.00

PAYMENT DUE UPON RECEIPT OF INVOICE
NO REFUNDS
Bills may be subject to interest, penalty charges, or additional fees if not paid promptly.
ALL INVOICE REQUESTS REQUIRE A MINIMUM OF 72 HOURS NOTICE
PLEASE PLACE INVOICE NUMBER ON CHECK - DO NOT SEND CASH

Prepared by: Lisa Coleman  954-328-3790  Date: 5/1/2019
On Mar 26, 2019, at 4:36 PM, Barbara Smith <BaSmith@fortlauderdale.gov> wrote:

JC,

Should I add this same amount for the Air Show?

Barbara Smith

-----Original Message-----
From: Jeron Coney
Sent: Tuesday, March 12, 2019 4:04 PM
To: Barbara Smith <BaSmith@fortlauderdale.gov>; Marie Pierce <MarieP@fortlauderdale.gov>
Subject: RE: Escrow for Tortuga & Air Show

Yes please add it, our fee is $2250. This would cover labor hours, fuel for the vehicles, and disposal fees, for each day.

From: Barbara Smith
Sent: Tuesday, March 12, 2019 12:26 PM
To: Jeron Coney; Marie Pierce
Subject: FW: Escrow for Tortuga & Air Show

Fees for Public Works were not include in last year's Tortuga's escrow.

Should they included this year?

Please advise asap - the promoter is waiting on the number.
TO: Honorable Mayor & Members of the Fort Lauderdale City Commission
FROM: Chris Lagerbloom, ICMA-CM, City Manager
DATE: March 5, 2019
TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for the 2019 Fort Lauderdale Air Show in the amount of $100,000

Recommendation
It is recommended that the City Commission approve a motion to provide funding in the amount of $100,000 to Lauderdale Air Show, LLC, to produce the 2019 Fort Lauderdale Air Show event, as unanimously recommended by the Beach Business Improvement District ("BID") at their November 26, 2018 meeting.

Background
Lauderdale Air Show, LLC has requested $100,000 in BID sponsorship for the 2019 Fort Lauderdale Air Show being held on May 4-5, 2019. This event will be visible free of charge from spectators from Southeast 17th Street to Oakland Park Boulevard, with the Show Center at Birch State Park. The event site for premium viewing tickets will be located from the intersection of Sunrise Boulevard and State Road A1A to Northeast 15th Court.

The proposed activities include aerial exhibition of both military and civilian aircraft, as well as parachute teams. The Show Center will showcase exhibits, simulators, displays and VIP viewing areas; and lastly, evening hospitality events at local venues for pilot meet-and-greets.

The cost to produce the event is $750,000. Funds from the BID would be used to supplement City support services outside the show site. The BID Grant Application and presentation, further details the anticipated economic impact, are provided as Exhibit 1.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvements services, facilities and programs that have a special benefit to business property located within the beach area. This proposal is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID.
Resource Impact
There will be a fiscal impact in the amount of $100,000 associated with this action.

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>INDEX NAME (Program)</th>
<th>CHARACTER CODE/ SUB-OBJECT NAME</th>
<th>AMENDED BUDGET (Character)</th>
<th>AVAILABLE BALANCE (Character)</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>135-MGR143502-4207</td>
<td>Beach Business Improvement District</td>
<td>Other Operating Expenses/ Promotional Contributions</td>
<td>$1,300,762</td>
<td>$943,076</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

TOTAL AMOUNT ➤ $100,000

Strategic Connections
This item is a Press Play Fort Lauderdale Strategic Plan 2018 initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections;
- Objective 2: Facilitate a responsive and proactive business climate.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous.

Attachment(s)
Exhibit 1 – BID Grant Application 2019
Exhibit 2 – Grant Participation Agreement

Prepared by:  Cija Omengebar, FRA-RP, CRA Planner
Department Director:  Donald Morris, AICP, Beach CRA Manager
Recommendation
It is recommended that the City Commission approve a motion to provide funding in the amount of $100,000 to Lauderdale Air Show, LLC, to produce the 2019 Fort Lauderdale Air Show event, as unanimously recommended by the Beach Business Improvement District ("BID") at their November 26, 2018 meeting.

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This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous.*

**Attachment(s)**

Exhibit 1 – BID Grant Application 2019
Exhibit 2 – Grant Participation Agreement

Prepared by: Cija Omengebar, FRA-RP, CRA Planner
Department Director: Donald Morris, AICP, Beach CRA Manager
1. Legal Name of Applicant (First Name, Sur Name):
   Bryan Lilley

2. Registered business name and Form of Business Entity (a–c):
   a. Registered Business Name:
      Lauderdale Air Show, LLC
   b. Is the company doing business under another name, if yes, list name(s):
      Fort Lauderdale Air Show
   c. Mark (X) near applicable business structure:
      ☑ -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:
   Bryan S. Lilley; Manager

4. Name of Event/Project/Proposal:
   Fort Lauderdale Air Show

5. Location of Event – Provide description and location map or site plan:
   Over the oceanfront, visible free of charge to spectators outside the Event Site from Fort Lauderdale Beach Park to Oakland Park Blvd with Show Center at Birch State Park. The Event Site for VIP and premium viewing tickets will be located from the intersection of Sunrise Blvd and A1A to Northeast 15th Court.

6. List all the dates associated with this event:
   a. Set-up date(s): May 2-3, 2019
   b. Event date(s): May 4-5, 2019
   c. Break-down date(s): May 6, 2019

7. Hours of Operation: 9:00 am to 4:00 pm

8. Projected attendance: 1 million

9. Cost to attendees: Free - Premium View and VIP Tickets optional to purchase

10. Total Cost of Event: $750,000 excluding city service costs outside the Event Site
11. Amount Requested from BID: $100,000
February 2020 will mark the 19th annual Festival

- $30+ million raised to date for FIU
- 14 full-time FIU employees run the Festival year-round (including 5 FIU Alumni)
- 110+ events over 5 days
- 65k+ attendees
- 450+ chefs, winemakers, spirits producers & lifestyle personalities
- $34+ million estimated economic impact on Miami-Dade County
- 3+ billion marketing/media impressions
For the last five years, the Festival has partnered with the Greater Fort Lauderdale Convention & Visitors Bureau and the Beach Business Improvement District (BID) to bring an exciting array of events to the City of Fort Lauderdale as part of the official Festival program.

From 2015 thru 2019, we produced 22 events in the BID, drawing more than 5,300 guests to dinners, tastings, seminars and more.

Festival events taking place in the BID have been hosted by celebrities from the culinary world and beyond, including Neil Patrick Harris, Kristin Cavallari, Emeril Lagasse, Robert Irvine, Anne Burrell, Andrew Zimmern, Alex Guarnaschelli, Elvis Duran and many more.
CRAVE GFL Series Outdoor Marketing & Print Advertising

<table>
<thead>
<tr>
<th>Medium</th>
<th>Total Impressions</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>1,248,000</td>
<td>$18,500.00</td>
</tr>
<tr>
<td>Out of Home</td>
<td>122,745,000</td>
<td>$34,879.00</td>
</tr>
<tr>
<td></td>
<td>123,993,000</td>
<td>$53,379.00</td>
</tr>
</tbody>
</table>

- Street Pole Banners
  - 70 Street Pole Banners in Fort Lauderdale
  - 109,680,000 Eyes-On Impressions

- Taxi Tops
  - 100 taxi tops in Fort Lauderdale
  - 1/28/2019 – 2/24/2019
  - 13,065,000 Eyes-On Impressions
SOBEWFF® 2019 Public Relations Outreach

Through the Festival’s PR outreach, Fort Lauderdale events garnered 531,712,235 tracked impressions via more than 100 press clips.
In 2020, the Festival is proposing to rename the event series with My Fort Lauderdale Beach as the presenting sponsor (exact name to be mutually agreed upon) to highlight that the focus of the event series is in Fort Lauderdale Beach. The presenting sponsorship of the series will provide BID with a greater level of exposure throughout the Festival and branding will be included anywhere the series is mentioned.

The 2020 Festival will take place February 19-23, 2020. We anticipate producing approximately five (5) events at venues located in the BID.

Tentative Events for the 2020 Series presented by My Fort Lauderdale Beach, taking place in the BID include:

• Three Intimate Chef-Driven Dinners at S3, Burlock Coast and Terra Mare @ Conrad Fort Lauderdale Beach
• Drag Brunch @ Hilton Fort Lauderdale Beach
• Mid-sized evening tasting event hosted by Jeff Mauro (Venue TBD)

Requested Funding: $75,000
2020 Presenting Sponsorship Assets

Web Banners

Street Pole Banners

E-Newsletter
100% of the net proceeds from SOBEWFF®
benefit FIU

Website Launch: September

Tickets On Sale: October
1. Legal Name of Applicant (First Name, Sur Name):
   Ashley Shapiro

2. Registered business name and Form of Business Entity (a–c):
   a. Registered Business Name:
      Florida International University Board of Trustees
   b. Is the company doing business under another name, if yes, list name(s):
      Food Network & Cooking Channel South Beach Wine & Food Festival presented by Capital One
   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:
   Christina Jardim; Director, Enterprise Development

4. Name of Event/Project/Proposal:
   Food Network & Cooking Channel South Beach Wine & Food Festival presented by Capital One

5. Location of Event – Provide description and location map or site plan:
   Varies - current plans include Ritz-Carlton Fort Lauderdale, Hilton Fort Lauderdale Beach Resort, S3 and Conrad Fort Lauderdale Beach

6. List all the dates associated with this event:
   a. Set-up date(s): 2/19/2020 - 2/23/2020
   b. Event date(s): 2/20/2020 - 2/23/2020
   c. Break-down date(s): 2/20/2020 - 2/23/2020

7. Hours of Operation: Varies

8. Projected attendance: Approximately 1,000 guests across events

9. Cost to attendees: $100-$250/pp

10. Total Cost of Event: A complete budget breakdown is not finalized, but current estimates put the costs for these events at $300,000 to produce.
11. Amount Requested from BID: $75,000
12. Indicate what the requested amount will be used for:

Costs associated with producing and marketing these Fort Lauderdale events as part of the overall Festival, including: infrastructure costs, permitting, décor/entertainment enhancements to the events, on-site branding/signage at the events, talent transportation/hospitality to and from the events, and opportunities for outdoor marketing assets like street pole banners, billboards and taxi advertising to promote the events.

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.

At the time of this application, the Festival is not receiving any additional funds from the Greater Fort Lauderdale Convention & Visitors Bureau (which has supported with funcs in the amount of $125,000-$250,000 in prior years). For this reason, it is likely the only events that the Festival will be producing in Broward County will be in the designated Beach Improvement District. The Festival will work to secure funding via sponsorship dollars from wine, spirits, food and luxury brands in exchange for exposure at these events. The solicitation of these sponsorships has just begun and will be minimal compared to the amount requested of the BID.

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

The Festival is currently working on programming the following event concepts as part of its line-up in Fort Lauderdale for 2020:

Three (3) intimate, seated dinners at Burlock Coast in Ritz-Carlton Fort Lauderdale, S3 and Terre Mare at Conrad Fort Lauderdale Beach.

A large-scale, walk-around tasting event (Drag Brunch) hosted by a notable chef/culinary personality at the Hilton Fort Lauderdale Beach Resort. This event will be collaboration with PRIDE FTL but separate from their event taking place later in the year.

A mid-sized tasting event with celebrity chef host at TBD location

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.

As a charity event with 100% of its net proceeds benefiting the Chaplin School of Hospitality & Tourism Management at Florida International University, the Festival is continuously looking for outside funding sources to produce the high-caliber of events that it’s known for. It will always rely on the support of multiple sources of funding to continue to operate in the market. Without funding from the Greater Fort Lauderdale CVB, we are hoping to reinvent our programming in Broward County to be focused on Fort Lauderdale Beach and the incredible hotels, restaurants and atmosphere offered there. In the first year of producing events exclusively in one area of Broward County, we are optimistic that continued collaborative efforts in marketing, media and sponsorship sales will help us to strong ticket sales and continued media attention.
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.

A recent economic impact report produced by the Greater Miami Convention & Visitors Bureau during the 2018 Festival estimates the Festival’s economic impact on Miami-Dade County to be valued at more than $34 million; including generating more than $2 million in local taxes and yielding an estimated hotel room demand of more than 30,000 nights. With its expansion into Fort Lauderdale in recent years, the Festival has continued its commitment to expanding its physical footprint and wants to bring a similar positive economic impact to local businesses by drawing awareness to Fort Lauderdale Beach as a culinary destination, and impact spending in Fort Lauderdale Beach restaurants and hotels during the week of the Festival and beyond.

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

Post-Festival, we can provide proofs of advertising/marketing materials that included the BID logo, as well as estimated impressions numbers of each asset. We can also provide any press clips that discussed the events taking place in the area.

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.

In 2019, the Festival drew more than 65,000 guests with ticket purchasers originating from 49 states and 19 countries. With national and international media recognition, and having been named the #1 food and restaurant industry event in the United States by BizBash six years in a row, the Festival has an existing reputation for drawing both consumer and industry-driven attention to its events. February 2020 will mark the 19th annual edition of the Festival, continuing to feature a special selection of events in Fort Lauderdale. A complete recap of the 2019 Festival can be found at: http://corporate.sobewff.org/sponsorship/, with a spotlight on last year’s events in Fort Lauderdale appearing on pages 14 and 15.

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

In 2019, print and out-of-home promotional assets that included the BID logo and promoted the Fort Lauderdale series of events garnered 123,993,000 media impressions and were valued at $53,379.00. Examples of these assets and breakdown of impressions/value can be found at: (https://www.dropbox.com/sh/7574vbrtg9b6hbb8/AAAlwFo0xb0yc1el_plAnEe2a?dl=0). Additionally, the Fort Lauderdale series of events during the 2019 Festival remained a priority for media relations efforts - garnering 531,712,235 tracked impressions via more than 100 press clips that can be found at the following link for reference: https://www.dropbox.com/sh/5gbw4a0I4xjt77om/AAAwFRwmykustuQPZMglhCpaq?dl=0. For the
2020 series of Festival events in the BID, the Festival would utilize similar promotional tactics - including print and out-of-home marketing avenues. Additionally, the series would continue to be marketed digitally to Festival consumers through its Juicy Tidbits e-newsletter (380k subscribers - 2019 example here: https://2019.sobewff.org/newsletter/december-11-2018/), as a featured section of the printed Official Guide to the Festival (275k copies printed/700k+ readership - 2019 example in first Dropbox link provided above) and as a featured category on its website (2019 website garnered more than 517k visits with more than two million pageviews - overview on pages 40/41 of recap located at https://corporate.sobewff.org/recap/). Furthermore, the Festival will continue to leverage its larger partnership with iHeartRadio to drive awareness surrounding the Fort Lauderdale series of events through select, targeted ticket giveaways (see example from 2019 in first Dropbox link provided above).

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] if agree with terms (a-c).

In 2020, the Festival is proposing to rename the event series with My Fort Lauderdale Beach as the presenting sponsor (exact name to be mutually agreed upon) to highlight that the focus of the event series is in Fort Lauderdale Beach. The presenting sponsorship of the series will provide BID with a greater level of exposure throughout the Festival and branding will be included anywhere the series is mentioned.

The BID logo will appear on multiple materials in recognition of their support of the events produced in Fort Lauderdale Beach. This includes but is not limited to:

- Logo recognition on the Festival website within the title of the event series
- Logo recognition on the event specific pages on the Festival website
- Logo recognition on on-site welcome signage at each event
- Logo recognition on the event series pages and sponsor pages of the Festival’s official guide (reaches more than 700,000 qualified readers)
- Logo recognition on advertising/promotional materials promoting the Festival and these events secured with funds granted by the BID committee, including select street pole banner placements, taxi tops, advertisements, etc.

[X] 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 rental) and staffing for its footprint.

21. Applicant shall mark [X] should if understands and agree with the following statements:

- 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:

  City of Fort Lauderdale
  City Hall
  C/O Lynn Solomon, 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
APPLICANT’S CONTACT INFORMATION:

PHYSICAL ADDRESS: 1600 NW 163rd STREET
MIAMI, FL
ZIP CODE: 33169
OFFICE PHONE: 305-627-1646
CELL PHONE: 786-261-5668
EMAIL ADDRESS: AShapiro@SGWS.COM

PRIOR TO SIGNING, MARK [X] TO CONFIRM COMPLETION OF FOLLOWING:

X LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
X ATTACHED LOCATION OR SITE MAP
X 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)
X 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

ASHLEY SHAPIRO

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Sponsorship Director
FOOD NETWORK & COOKING CHANNEL SOUTH BEACH WINE & FOOD FESTIVAL PRESENTED BY CAPITAL ONE

COMPANY NAME & APPLICANT TITLE

8/1/19

DATE SIGNED

NAME: CHRISTINA JARDIM
TITLE: DIRECTOR, ENTERPRISE DEVELOPMENT

*ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDING 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.
FEATURING
Anne Burrell
David Burtka
Giada De Laurentis
Tyler Florence
Alex Guarnaschelli
Neil Patrick Harris
Robert Irvine
Adam Richman
& Many More

TICKETS ON SALE NOW
FEB 20-24, 2019 | SOBEWFF.ORG | mastercard Preferred Card
## 2019 SOBEWFF - BiD Events
### Financial Statement

### Revenues:
- Ticket Sales: $107,822
- Corporate Sponsorship*: $224,846
- **Total Revenue**: $332,668

### Expenses:
- Audio Visual Rental: $11,752
- Lighting/Staging/Sound: $5,405
- Décor / Stage **: $9,524
- Entertainment/Music: $6,700
- Menus/Maps: $3,612
- Signage: $3,575
- Event Management ***: $20,250
- Registration Manager: $3,000
- Security: $5,500
- Event Manager(s)-Assistants: $5,250
- FOH Labor: $1,250
- Food Costs (Restaurants/Venue): $56,993
- Staff/Student/OPS Meals: $1,800
- Tasting Notes & Vats: $150
- Disposables & Dry Goods: $4,718
- Ice: $2,250
- Equipment Rentals: $4,850
- Transportation ****: $18,675
- Air Travel*****: $28,575
- Photographers: $5,750
- Outdoor Advertising ******: $6,000
- Street Poll Banners *******: $12,379
- Design Consultant ********: $16,000
- Email database management^: $5,250
- Press Clipping Service ^: $4,234
- Press Releases - News Wires ^: $8,253
- Sprout Social ^: $2,255
- TV Coverage Monitoring ^: $2,200
- Airport Transfer: $4,575
- VIP Car Service: $4,700
- Inventory Warehouse Management: $6,800
- Sponsor Fulfillment + Support: $8,000
- Hotel Rooms (OPS & Staff): $10,550
- Hotel Rooms (Student Associates): $4,500
- Credentials/Wristbands/Stickers: $2,250
- **Total Expenses**: $297,525

### Net Income

**35,143**

### Notes

* Includes $74,846 from BiD

** BiD Invoice $5,424 & $1,800

*** BiD Invoice $10,000

**** BiD Invoice $13,675

***** BiD Invoice $2,000

****** BiD Invoice $12,379

******* BiD Invoice $15,100

^ BiD Invoice $14,488
Weekend Summary

Event Date: November 9-10, 2019

Below is a Summary of the Expected Numbers:

- Half Marathon Participants: 1,200
- 5K participants: 300
- Spectators at Start & Finish Areas: 500

\[ \leq \text{Total:} \quad 2,000 \]
The 13.1 Fort Lauderdale event will stage its 2019 edition this coming November 10th. The event fell on hard times due to mismanagement and we took it over in 2018. The Half Marathon (13.1 Miles) & 5K distances are readily achievable for most people. The event is geared towards all levels of fitness, both runners and walkers. The event attracts participants due to its signature Fort Lauderdale Beach location, with a course featuring views of the Beach area along A1A.
Runners represent a sought after target market. In general, they are a motivated, professional group of people. Many are married with children. Additionally, the term “Run-Cation” has become a recognizable term in the industry. Each year thousands of worldwide runners will bundle a running event into their vacation. Or, they will plan a vacation around a running event.

** In the 2018 event we welcomed runners from 13 US states, and 6 foreign countries. There is plenty of room for growth.

**Demographics of Participants:**

- **Average Age:** 43
- **Gender Breakdown:** 57% Female; 43% Male
- **Marriage:** 66% are married
- **Avg. Household Income:** $75,000+, compared with the national avg. of $52,700
- **Education:** 75.8% are college educated, compared with the national avg. of 30.4%
- **Number of Running Events participated in a year:** 7.6
- **Average Stay during a visit:** 3 days/ 75% too overnight stays for running events
- **Travel:** 22% travel 100-300 miles and 33% travel over 300 miles
Event Marketing Plan

The 13.1 Fort Lauderdale event platform requires a robust marketing plan to swing the event back to growth. The numbers have fallen from a peak of 4,000 people in 2014 down to its present attendance of 1,500 expected participants. Due to the decrease in attendees the event is currently cash flow negative. But, we have made the commitment to grow the event and invest in a marketing program to focus on bringing runners from around the country.

Our marketing plan will consist entirely of social media and digital advertising. We have found that the highest Return on Investment is generated though this type of marketing. Additionally, we can easily track the performance of the ads and interact with potential customers.

Challenges to Overcome:

- Fix operations of event – DONE
- Streamline event expenses – In Progress
- Win back customers
- Increase effective marketing
- Grow Revenues
  - Secure corporate sponsors
  - Increase participant revenue

Event Marketing Plan Details:

- August though October
- Utilizing Social Media – Facebook, Instagram, Twitter
- Targeting Adults 25-55 years of age, who enjoy Running, Health & Fitness, Travel
- Ads focusing on the Eastern Seaboard US, Southeast, Midwest, Canada
Summary...

The 13.1 Fort Lauderdale event represents a growth opportunity. The event takes place on the beach, primarily utilizing A1A with a start & finish location at Las Olas & A1A. We are going to be incorporating a marketing program and some TLC to move the participation numbers back to a growth trajectory. The marketing efforts will focus on the eastern seaboard, the Southeast, the Midwestern US states, and Canada. All of the visitors will be directed to stay at the hotels along the beach.
2018 13.1 Fort Lauderdale P&L

**Event Revenues**

<table>
<thead>
<tr>
<th>Description</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Revenue - Half Marathon, Relay, 5K</td>
<td>$81,340.00</td>
</tr>
<tr>
<td>Corporate Sponsorship Revenue</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

**Total Revenues**

| Total Revenues | $86,340.00 |

**Event Expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Donations</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Event Police</td>
<td>$19,146.00</td>
</tr>
<tr>
<td>Event Coning &amp; Road Closures</td>
<td>$14,471.37</td>
</tr>
<tr>
<td>Medical &amp; EMS</td>
<td>$5,492.00</td>
</tr>
<tr>
<td>Dumpster</td>
<td>$500.00</td>
</tr>
<tr>
<td>Shirts &amp; Printing</td>
<td>$6,947.25</td>
</tr>
<tr>
<td>Event Timing &amp; Scoring</td>
<td>$2,650.00</td>
</tr>
<tr>
<td>Event Printing</td>
<td>$1,274.84</td>
</tr>
<tr>
<td>Labor &amp; Crew</td>
<td>$9,025.00</td>
</tr>
<tr>
<td>Portolets</td>
<td>$1,540.00</td>
</tr>
<tr>
<td>Food</td>
<td>$863.00</td>
</tr>
<tr>
<td>Beer</td>
<td>$1,183.00</td>
</tr>
<tr>
<td>Equipment Rental</td>
<td>$2,621.00</td>
</tr>
<tr>
<td>Event banners</td>
<td>$2,161.60</td>
</tr>
<tr>
<td>Photographers</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Awards &amp; Medals</td>
<td>$10,543.67</td>
</tr>
<tr>
<td>Musical bands</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>Event Marketing</td>
<td>$9,400.00</td>
</tr>
<tr>
<td>City Parking fees</td>
<td>$1,293.94</td>
</tr>
</tbody>
</table>

**Total Expenses**

| Total Expenses | $94,312.67 |

**Total Event Loss:**

| Total Event Loss: | ($7,972.67) |
1. Legal Name of Applicant (First Name, Sur Name):
   Matthew Lorraine

2. Registered business name and Form of Business Entity (a–c):
   a. Registered Business Name:
      Exclusive Sports Marketing, 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
      X - 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:
   Matthew Lorraine, CEO Exclusive Sports Marketing, Inc.

4. Name of Event/Project/Proposal:
   2019 Fort Lauderdale 13.1, Relay, and 5K

5. Location of Event – Provide description and location map or site plan:
   Las Olas & A1A

6. List all the dates associated with this event:
   a. Set-up date(s): November 9-10, 2019
   b. Event date(s): November 10, 2019
   c. Break-down date(s): November 10, 2019

7. Hours of Operation: 6AM - 12PM

8. Projected attendance: 1,500

9. Cost to attendees: $55

10. Total Cost of Event: $94,000

11. Amount Requested from BID: $20,000
12. Indicate what the requested amount will be used for:

BID financial support will be used exclusively for marketing the event in out-of-town markets to drive destination participants and hotel stays.

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.

- Registration Revenue from participants
- Corporate Sponsorship

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

The 13.1 Fort Lauderdale is an annual running & walking event that takes place on A1A in November. The event features a half marathon, a half marathon 2-person relay, and a 5K.

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 recently took over the 13.1 Fort Lauderdale. The event was in jeopardy of failing. Our goal is to resurrect the event property and make it sustainable. There is much TLC needed along with marketing to move the participant numbers higher so the event can reach profitability. We envision a 5 year plan where the event can be grown to 3,000 participants.

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.

Running events attract destination travelers. Our event course features A1A, with the Start/Finish located at Las Olas & A1A. Participants will choose to stay in hotels along the beach as well as dine in the local restaurants. The direct and indirect economic impact will be focused on the businesses and hotels along the beach.

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

All participants in the event register via our online registration system. We have detailed information regarding their home address. Thus we know whether are participants are local or from out of town.
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.

The 13.1 Fort Lauderdale features a run course that takes place on A1A. Runners will be treated to ocean views for the entire stretch of the course. Our goal is to associate a positive event experience for the participants with Fort Lauderdale Beach. Our marketing plan will utilize pictures of A1A and the beach as the selling points. Runners will travel for events and will be directed to stay in hotels along the beach in proximity to our event location.

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

Presently, our entire marketing budget is utilized via a digital campaign with emphasis on social media. We generate a substantially higher ROI via digital and social media vs. traditional print advertising. Additionally, social media allows us to interact directly with potential participants to answer questions or provide follow-up information regarding the event. We utilize a year-round social media campaign to increase our followers on the event Facebook and Instagram pages. We have attracted 4,100 followers to our social media networks, so there is a lot of room for growth. Dedicated ads are served to these followers throughout the year. Additionally, we will re-target visitors to our Facebook page and website with ads. These ads are utilized to bring visitors back to our website and social media pages. Typically a discount will be offered via the ads to entice people to register for the event. For the February 2018 event, our marketing efforts achieved over 8 Million impressions, with a dollar value of $200K. We anticipate growth in our campaign for the 2019 event.

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] if agree with 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. Applicant shall mark [X] should if understands and agree with the following statements:

[X] - I will request BID Logo in appropriate format for marketing purposes.

[X] - I will provide a PowerPoint Presentation of the event or project to the BID Committee 90 days prior to the proposed event or project.

[X] - I have completed a new vendor application form to the City of Fort Lauderdale.

[X] - I have completed a W-9 form with the City of Fort Lauderdale.

[X] - 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.

[X] - 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 Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

[X] - 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
APPLICANT’S CONTACT INFORMATION:

PHYSICAL ADDRESS: 18 NW 18TH STREET
DELRAY BEACH, FL

ZIP CODE: 33444

OFFICE PHONE: (561) 865-5379
CELL PHONE: (561) 504-2001

EMAIL ADDRESS: LORRAINE@EXCLUSIVESPORTS.COM

PRIOR TO SIGNING, MARK [X] TO CONFIRM 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

MATTHEW LORRAINE
_________________________________________
APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Exclusive Sports Marketing, Inc.
CEO

COMPANY NAME & APPLICANT TITLE

7/23/19
_________________________________________
DATE SIGNED

NAME: MATTHEW LORRAINE
TITLE: CEO

*ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDING 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.

8.12.2019 BID Meeting
### Event Revenues

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Revenue - Marathon, Half Marathon, 5K, Kids Race</td>
<td>$419,243.56</td>
</tr>
<tr>
<td>Corporate Sponsorship Revenue</td>
<td>$247,500.00</td>
</tr>
<tr>
<td>Expo Booth Rentals</td>
<td>$33,500.00</td>
</tr>
<tr>
<td>VIP Parking Passes</td>
<td>$11,050.00</td>
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<tr>
<td>Event Photo Sales</td>
<td>$3,408.20</td>
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<tr>
<td><strong>Total Revenue:</strong></td>
<td><strong>$714,701.76</strong></td>
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</tbody>
</table>

### Event Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Donations</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Event Travel &amp; Hotel</td>
<td>$8,464.78</td>
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<tr>
<td>Birch State Park Rental &amp; Park Rangers</td>
<td>$6,435.71</td>
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<tr>
<td>EMS/Medical</td>
<td>$11,005.00</td>
</tr>
<tr>
<td>Event Police</td>
<td>$82,430.00</td>
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<tr>
<td>Awards &amp; Medals</td>
<td>$52,315.60</td>
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<tr>
<td>Event Timing &amp; Scoring</td>
<td>$19,300.00</td>
</tr>
<tr>
<td>Materials &amp; Supplies</td>
<td>$6,108.19</td>
</tr>
<tr>
<td>Meals for Staff</td>
<td>$1,164.14</td>
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<tr>
<td>Event Shirts &amp; Printing</td>
<td>$22,240.00</td>
</tr>
<tr>
<td>Volunteer Coordinator</td>
<td>$3,500.00</td>
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<tr>
<td>Event Staff &amp; Labor</td>
<td>$17,450.00</td>
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<tr>
<td>Sponsor Activation Costs</td>
<td>$56,960.85</td>
</tr>
<tr>
<td>Event Signage</td>
<td>$7,430.00</td>
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<tr>
<td>Event Security</td>
<td>$1,500.00</td>
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<tr>
<td>Security Deposits</td>
<td>$8,442.66</td>
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<tr>
<td>Professional Labor</td>
<td>$19,862.50</td>
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<td>Event Printing</td>
<td>$4,565.53</td>
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<tr>
<td>Event Photographers</td>
<td>$2,300.00</td>
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<tr>
<td>Events Fees &amp; Permitting</td>
<td>$15,653.99</td>
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<tr>
<td>Marketing &amp; Advertising</td>
<td>$43,506.25</td>
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<tr>
<td>Gas &amp; Crew Oparking</td>
<td>$577.89</td>
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<tr>
<td>Convention Center &amp; Expo Set-up</td>
<td>$12,045.95</td>
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<tr>
<td>Equipment Rental</td>
<td>$51,413.58</td>
</tr>
<tr>
<td>Event Coning &amp; Road Closures</td>
<td>28,072.00</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td><strong>$487,244.62</strong></td>
</tr>
</tbody>
</table>

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8.12.2019 BID Meeting
Total Event Profit: $227,457.14
The 2020 event will mark our 15 year anniversary! The Fort Lauderdale A1A Marathon and Half Marathon derives its namesake from the territory and scenery that it covers. The famed Florida State Road A1A is the exclusive and picturesque beachfront road that lines the East coast of Florida, offering breathtaking views of the Atlantic. Nothing summarizes Florida beauty better than Fort Lauderdale and A1A! Through the years our event has grown to become the largest Broward County health & fitness community event, along with being known as a signature Southeast running event!

The Fort Lauderdale A1A Marathon & Half Marathon...Where the Ocean is your Finish Line!
Event Weekend Summary of the Numbers

The 2020 Event Weekend will mark our 15th Anniversary!

Below is a Summary of the Events & Participation Numbers:

- Full & Half Marathon Participants: 7,385
- Komen Run for the Pink 6K: 575
- 5K participants: 800
- Kid’s Race participants: 240

\[ \text{Total:} \quad 9,000 \]

2 Day Health & Fitness Expo – Free & open to the public:

The expo offers the BID the opportunity to connect with thousands of potential customers in order to educate the attendees about its services. Information and coupons can be distributed from the Expo Booth.
Demographics of Runners

Runners represent a sought-after target market. In general, they are a motivated, professional group of people. Many are married with children. Additionally, the term “Run-Cation” has become a recognizable term in the industry. Each year thousands of worldwide runners will bundle a running event into their vacation. Or, they will plan a vacation around a running event.

** In the 2019 event we welcomed runners from 44 US states, and 39 foreign countries.**

**Demographics of Participants:**

- **Average Age:** 43
- **Gender Breakdown:** 57% Female; 43% Male
- **Marriage:** 66% are married
- **Avg. Household Income:** $75,000+, compared with the national avg. of $52,700
- **Education:** 75.8% are college educated, compared with the national avg. of 30.4%
- **Number of Running Events participated in a year:** 7.6
- **Average Stay during a visit:** 3 days/ 75% too overnight stays for running events
- **Travel:** 22% travel 100-300 miles and 33% travel over 300 miles

---

**Summary Table: Fort Lauderdale A1A's Impact on Output, Income, and Employment**

<table>
<thead>
<tr>
<th>Source</th>
<th>Direct Spending</th>
<th>Indirect Spending</th>
<th>Total Spending Impact</th>
<th>Earnings Impact</th>
<th>Employment Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-local Participants</td>
<td>$3,406,004.60</td>
<td>$2,727,769.20</td>
<td>$6,133,773.80</td>
<td>$3,064,007.53</td>
<td>128.83</td>
</tr>
<tr>
<td>Non-local Guests</td>
<td>$542,306.49</td>
<td>$419,177.66</td>
<td>$961,484.15</td>
<td>$477,789.25</td>
<td>19.93</td>
</tr>
<tr>
<td>Local Import Substitution</td>
<td>$895,961.02</td>
<td>$376,303.63</td>
<td>$1,272,264.65</td>
<td>$335,877.87</td>
<td>9.16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,844,272.11</strong></td>
<td><strong>$3,523,250.49</strong></td>
<td><strong>$8,367,522.60</strong></td>
<td><strong>$3,877,674.65</strong></td>
<td><strong>157.92</strong></td>
</tr>
</tbody>
</table>
Event Marketing Plan

For the 2019 event, our marketing campaign generated in excess of 70 million impressions with a campaign dollar value of approximately $1.2 million. While we may tweak the blend of marketing tactics used, our goal is to achieve similar or greater results for 2020.

For our February 2019 event we found the Return on Investment (ROI) was the highest via social media advertising, versus our other marketing vehicles. The ROI for the previous event’s social media campaign was over 700%. For the 2020 event we are going to focus solely on social media advertising.

BID Funding would be used for the following:

- Social Media Advertising
- A marketing campaign spanning August through mid-January
- Targeting an audience of Adults aged 25-65 who enjoy Running, Travel, and a Healthy Lifestyle
- Ads will focus entirely on destination travelers
- The geographic footprint of the ads will focus on all US States, Canada, Central America, South America, Europe, and Asia
On-Site Activation

The event weekend activities offers the BID an ideal opportunity to engage and interact with the participants over the course of the weekend. Additionally, sponsorship of the event is a great team building and morale exercise for the sponsor’s employees. Both complimentary entries and discounted entries are offered as part of the sponsorship.

**Event Weekend Schedule:**

- Health & Fitness Expo - Friday & Saturday
- Fort Lauderdale 5K – Saturday morning
- Marathon & Half Marathon – Sunday morning

**Health & Fitness Expo**

**Marathon & Half Marathon Finish Area**
Sponsorship Benefits Summary

We promote...

- Media coverage
- Event advertising
- Experiential Marketing
- Cross promotions
- Onsite exposure & Sampling
- Website
- Facebook & Twitter
- Merchandise and collateral materials
- Geo and demo targeted email campaigns
- Publix In-store Marketing

We share the thrill of accomplishment...

Crossing the finish line of a 26.2 or 13.1 mile race is an accomplishment at any age. Many utilize the running of a marathon as a milestone in their life, the start of a new beginning, a celebration of conquering an illness or simply a challenge to themselves. We take pride in knowing that we have provided the venue for a life changing experience and that in some small way we have become a part of that accomplishment.
To Summarize…

We are committed…

Exclusive Sports Marketing has been producing first class sporting events for the past 30+ years and is committed to promoting health, fitness, families, and fun in South Florida by providing one of the best participative sporting events in the country.
1. Legal Name of Applicant (First Name, Sur Name):
   Matthew Lorraine

2. Registered business name and Form of Business Entity (a–c):
   a. Registered Business Name:
      Exclusive Sports Marketing, 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
      [X] - 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:
   Matthew Lorraine, CEO Exclusive Sports Marketing, Inc.

4. Name of Event/Project/Proposal:
   2020 Fort Lauderdale A1A Marathon & Half Marathon

5. Location of Event – Provide description and location map or site plan:
   South Beach Park, 1100 Seabreeze Blvd., Fort Lauderdale, FL 33316

6. List all the dates associated with this event:
   a. Set-up date(s): January 24-25, 2020
   b. Event date(s): January 26, 2020
   c. Break-down date(s): January 26, 2020

7. Hours of Operation: 6AM - 2PM

8. Projected attendance: 9,000

9. Cost to attendees: $80

10. Total Cost of Event: $425,000

11. Amount Requested from BID: $20,000
12. Indicate what the requested amount will be used for:

   BID financial support will be used exclusively for marketing the event in out-of-town markets to drive destination participants. This is the next phase of the overall growth plans.

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.

   Registration Revenue from participants
   Corporate Sponsorship
   Broward County Sports Commission - $10,000 proposal

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

   The Fort Lauderdale A1A Marathon & Half Marathon is a running event that utilizes A1A as its run course, featuring both a Marathon (26.2 Miles), and a Half Marathon (13.1 Miles). We utilize the South Beach Park lot as our Finish Line area and post race celebration

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.

   Our near term goal is to expand our marketing program to reach destination travelers/runners. Most of the local runners already know about the event. Our next phase of growth will come from expanding the marketing program to include all of the US, South America, and Europe. Our goal is to increase the participation numbers from 9,000 total participants to 13,000 runners over the next 3-5 year time frame. BID funding would help to contribute toward this goal

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.

   A previous Economic Impact study revealed a direct impact of $4.8 million. Our event is ideal for a Run-Cation. The travelers are visiting Fort Lauderdale for the running event plus a vacation. Our event is the "hook" to get them here. Most of the travelers choose to stay on the beach to take advantage of the area, the restaurants, shopping and the atmosphere. Running participants in general are highly educated, with household incomes in excess of $115,000. They are the type of visitor that the district would benefit from.

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

   All participants in the event register via our online registration system. We have detailed information regarding their home address. Thus we know whether are participants are local or
from out of town.

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.

"Fort Lauderdale A1A" has been included in the event name since our inaugural event. In fact many of our repeat runner customers refer to the event as "The A1A" or the "A1A Marathon". Our marketing campaigns feature signature pictures featuring the course along A1A. Palm trees, ocean views, and A1A are the backdrops of our marketing images. Lastly, along with our tag line of the event is "Run A1A...Where the Ocean is Your Finish Line!" one of the most iconic photos for each finisher is in front of our beach sand sculpture created in the finish line shoot.

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

Presently, our entire marketing budget is utilized via a digital campaign with emphasis on social media. We generate a substantially higher ROI via digital and social media vs. traditional print advertising. Additionally, social media allows us to interact directly with potential participants to answer questions or provide follow up information regarding the event. We utilize a year-round social media campaign to increase our followers on the event Facebook and Instagram pages. We have attracted over 105,000 followers to our social media networks. Dedicated ads are served to these followers throughout the year. Additionally, we will re-target visitors to our Facebook page and website with ads. These ads are utilized to bring visitors back to our website and social media pages. Typically a discount will be offered via the ads to entice people to register for the event. For the February 2019 event, our marketing efforts achieved over 100 Million impressions, with a dollar value of $1.2 million. We anticipate a similar achievement for the 2020 event.

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] if agree with 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 ANOUNCEMENTS, 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. Applicant shall mark [X] should if understands and agree with the following statements:

- 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:

City of Fort Lauderdale
City Hall
C/O Lynn Solomon, 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
APPLICANT'S CONTACT INFORMATION:

PHYSICAL ADDRESS: 18 NW 18TH STREET
DELRAY BEACH, FL

ZIP CODE: 33444

OFFICE PHONE: (561) 865-5379

CELL PHONE: (561) 504-2001

EMAIL ADDRESS: LORRAINE@EXCLUSIVESPORTS.COM

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PRIOR TO SIGNING, MARK [X] TO CONFIRM COMPLETION OF FOLLOWING:

X 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

X 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

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MATTHEW LORRAINE

____________________________________

APPLICANT FULL NAME (PRINT)

Matthew J. Lorraine
APPLICANT SIGNATURE

Exclusive Sports Marketing, Inc.

CEO

COMPANY NAME & APPLICANT TITLE

7/16/19

_______________________________
DATE SIGNED

NAME: MATTHEW LORRAINE

TITLE: CEO

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*ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN BIDING 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.