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**AIR LAUDERDALE™ BEACH FEST
CITY OF FORT LAUDERDALE
2012 PROPOSAL**



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BACKGROUND

One of the world's largest spectator events from 1995 to 2007, the Fort Lauderdale air show, formerly known as the Air & Sea Show™ was a two-day celebration featuring top military and civilian performances along four miles of Fort Lauderdale beach. According to military and city estimates, this showcase event was attended by millions of people each year. When lead sponsor McDonalds Corporation withdrew in late 2007, the 2008 show was abruptly cancelled.

Air Lauderdale Beach Fest received unanimous support from the Fort Lauderdale City Commission on December 16, 2008, to return an air show back to Fort Lauderdale Beach. The original contract was unanimously amended on February 9, 2010 again receiving unanimous support.

Air Lauderdale™ Beach Fest represents more than just the return of the world acclaimed air show that drew millions on Fort Lauderdale beach for 13 years spanning two decades. The effort is a community partnership between the City of Fort Lauderdale, the U.S. Military, the Air Lauderdale Management team and the millions of past and future local attendees, visitors and community stake holders dedicated to ensuring a successful event.

MISSION STATEMENT

Bring the community together by creating an environment where participants discover new ways to a healthier lifestyle, environmental sustainability and local economic growth using entertainment and recreation as the mediums to deliver the message.



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AIR LAUDERDALE™ BEACH FEST: THE EVENT

FREE WORLD CLASS AIR SHOW FOR THE CITY WITH A GATED BEACH FESTIVAL EXPERIENCE

To create a shift in the way the community perceives the event Air Lauderdale™ Beach Fest seeks to capitalize on the strengths of past events while adding value and interest for the 2012 event and beyond.

The company proposes to the city an event structure that would reduce unregulated alcohol consumption and assist the city with enforcing the law prohibiting alcohol at the beach (7.4(f) *Beach Rules and Regulations*). Further, the elimination of coolers in the Beach Fest Zone (.78 miles) will enhance public safety and reduce potential "disruptive" activity endangering attendees including members of the **U.S. Military and families**. All Beach Fest event attendees will be required to purchase a ticket to enter the "gated" zone and be subject to a security search passing through one of three entrance gates.

The ALBF team is working to manage permitting and regulatory issues arising as a result of the event including top of mind concern for the environment.

Air Lauderdale™ contemplates a safer, more family friendly event experience featuring a Kids/ Family Zone, a Green-Break™ Village product display, citizen stations for patrons to "Thank the Troops," Food, and Music Events as the Festival aspect of the event grows.

With the help of the City of Fort Lauderdale, the Chamber of Commerce, Local Retailers and a Community Advisory Board the event will focus on these key areas:

- Air Show [The Air Show]
- Family [Kids Village with rides, crafts, information to help future generations]
- Event Sustainability [
- Environmental Sustainability [Green-Break Village to inform, educate and reward
- Gratitude [Thank the Troops]
- Music [Sound Stage and Artists Coalition to Thank The Troops]
- Transportation [Transportation to and from the event and local community Hotels]
- Community [Volunteer, join the network, customize your Air Lauderdale™ Experience]
- Hospitality [Private Events, Receptions, Special Needs and VIP Services]
- Air Lauderdale™ Card [Affiliate Discount Retail Card – Digital Currency]



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AIR LAUDERDALE™ BEACH FEST: THE EVENT [CONTINUED]

Past Fort Lauderdale air shows were financed by selling title sponsorships to companies, such as Shell Oil and McDonalds for large sums of money. Such sponsorship models are difficult to secure in today's challenging economy, thus a shift to a transaction-based model has evolved to balance the sponsorship revenue model. The city and the Fort Lauderdale Sun-Sentinel (see editorial) are in agreement with the necessary shift to a "gated event" needed to help pay for the return of the air show and the addition of a beach festival.

A gated or "zoned" event is defined in the site plan as the Sunrise bridge, (where roads are closed at Bayview and Sunrise) east to A1A, and south on A1A ending at Vista Mar and to the north ending at the edge of Hugh Taylor Birch State Park before residential dwellings begin. This stretch of A1A and the beach defining the "event zone" is roughly .78 of miles in length.

In addition to sponsor revenue, new revenue streams for the event/brand include three separate gate admissions, internet advertising, water based advertising, aerial display advertising, Green Village exhibitors, VIP Services, mobile vending and ATM machines.

WHY OUR APPROACH

Air Lauderdale Beach Fest (ALBF) is not attempting to re-create the previous "air show" as those days are now long gone. Rather, ALBF has been focused since 2009 on converting the old model to a more community oriented event. Once the event is commercially sustainable - no single corporation can ever again take away Fort Lauderdale's very own world-class Air Show that will additionally include a beach festival. For a number of reasons, the old air/sea show model died and one simply cannot count on Corporate America to entirely fund an event for the Broward community. It's neither fair nor reasonable to compare a totally new event to something that died in the past.

The Air Lauderdale event includes a free Air Show for the community and views of those elements will be seen from many different vantage points along the beach as it was in the past. Our event's footprint is less than 20% of the entire 4 mile beach. ALBF will NEVER charge a fee for the public to attend the Air Show. As the City of Fort Lauderdale is no longer willing to underwrite support services (as was the case in the past) it is the ALBF organizational intent to find a viable way to cover the cost of city services that's necessary in order to support such a community event in both the 'gated' and 'free' areas.

As in the past, boaters aren't expected to pay. Condominium owners along the beach and their guests won't pay. People at private clubs don't pay. The fact is more than 80% of the beach remains "free" where attendees can enjoy their own cooler, food, family and friends for the day. The City of Fort Lauderdale ordinance against consuming adult beverages on the beach, however,



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will not change except within the Beach Fest zoned area.

Many people don't think twice about paying admission to clubs, concerts or other special events... why would this be any different? The prevailing wisdom dictates a safer, mannered, more festive experience in a preferred environment and to obtain those conditions, a minimal entry fee is more than a fair deal for community decision-makers. [See Appendix (A) for local event examples]

During these difficult economic times, the ALBF is making it a priority to involve charities as well as integrate with Fleet Week activities. In the "Thank The Troops Zone" attendees can stop by and give their personal appreciation to the men and women in uniform who have put themselves in harm's way while unselfishly protecting the safety of the homeland and our citizens.

These types of opportunities are no longer available without significant community commitment and support from the private sector. Contrary to the situation in the past, we're not asking for the government to pick up the cost – as such, the ALBF event is required to pay for all city services without the benefit of utilizing taxpayer dollars.

Regarding any criticism involving the ban on coolers within the gated areas...please, remember... unfortunately, dangerous people attempt to harm American troops every day (in many unexpected ways/locations). Should attendees be allowed to take a cooler into Dolphin (Land Shark) stadium, the Bank Atlantic Center or the Pompano Beach Seafood Festival or any other myriad selection of local events? Air Lauderdale makes no apology for making every effort to avoid this happening in Fort Lauderdale. ALBF's motto will always be "Safety First".

Now more than ever Broward County needs some "good news" and local South Florida businesses, tourism industry and overall economy can benefit from an annual shot in the arm at nearly every level.

The air show will continue to remain free for the community and now includes a gated Beach Festival providing for a safe entertainment experience for families, military personnel, veterans and public officials.

SITE MAPS

ALBF has conducted extensive consultation with the State of Florida, Department of Environmental Protection and Broward County officials to implement proper and legal steps are to ensure the safety and care of Sea Turtles during nesting season and will implement a safety plan under their guidance. ALBF also has met extensively with the U.S. Coast Guard, Broward Sheriff's Office (water unit) and other government agencies to ensure the protection of the Ocean Reefs of Fort Lauderdale Beach as well as the safety of boaters attending a beach event featuring an air show.

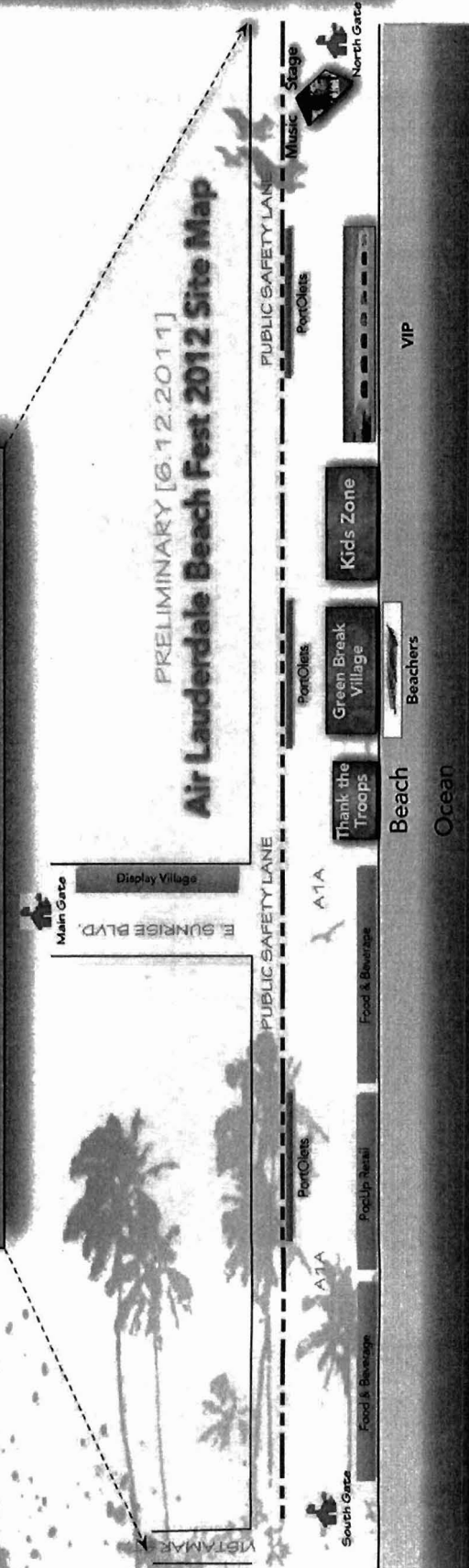
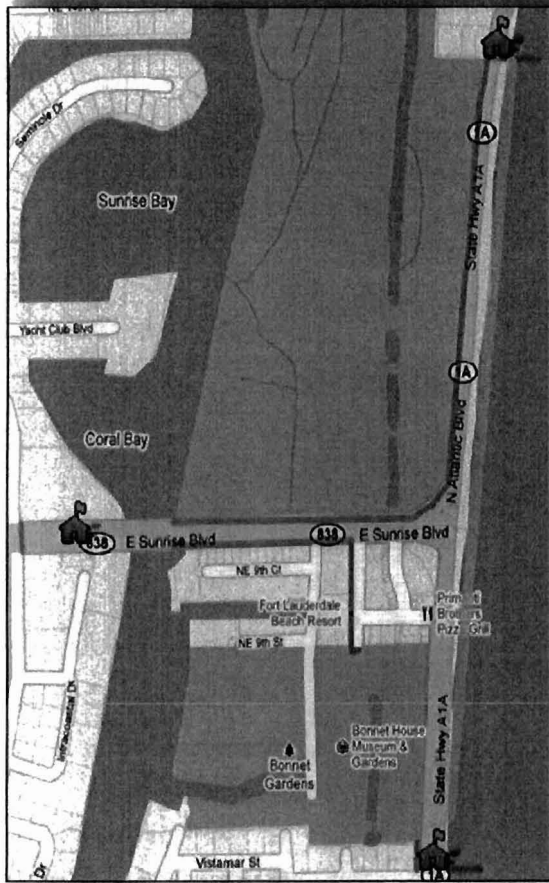
Public Service programs will be implemented with our media partners to educate the public on all environmental concerns beginning 45 days prior to the event.



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SITE MAPS [CONTINUED]

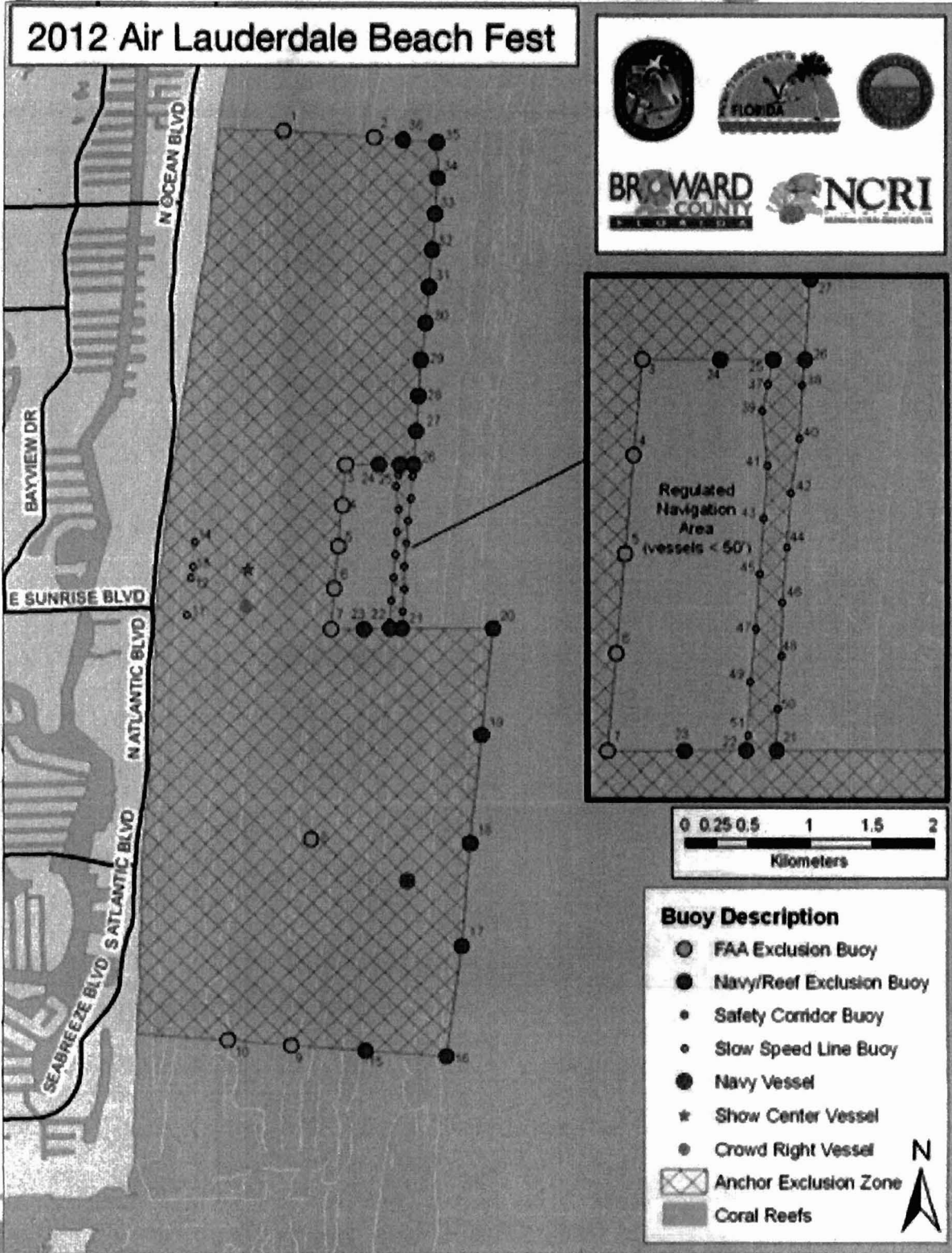
EVENT SITE





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NOA ENVIRONMENTAL PROTECTION OCEAN BUOY & FAA AEROBATIC BOX





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EVENT SCHEDULE*

WEDNESDAY, 25 APRIL, 2012

Setup

Close East lanes Northbound of A1A from Vistamar to Sunrise

Close All lanes A1A to north of Birch State Park

Buoy placement

THURSDAY, 26 APRIL, 2012

Setup

Jet Team arrival survey/circle maneuvers

FRIDAY, 27 APRIL, 2012

Setup

1200HR-1600HR Full Practice Show (FAA mandated)

SATURDAY & SUNDAY, 28-29 APRIL, 2012

0100HR Close all traffic Vistamar to North of Birch State Park
Sunrise to West of Bridge

1000HR Gates Open

1200-1600HR Air Show

1730HR Gates Close

SUNDAY, 29 APRIL, 2012

2400HR or ASAP Open West lanes of A1A south of Sunrise and Sunrise lanes

MONDAY, 30 APRIL, 2012

NLT 1700HR Site cleaned and all lanes open

*See Appendix (B) for Air Show schedule sample.



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SAFETY AND SECURITY

EMERGENCY PLAN AND RESCUE PROCEDURES

Under the Federal Aviation Administration (FSDO-17) waiver, "The Platform" takes control of the Ft. Lauderdale beach-front airspace as defined in Attachment 'D' of the FAA waiver from the time the waiver begins until the time that it is waived or released. The response of an emergency at the Ft. Lauderdale beachfront will be from the Ft. Lauderdale Fire Department, Ft. Lauderdale Police Department and the United States Coast Guard. If the incident is under control and presents no additional hazard, the show will continue.

- If the incident is at Ft. Lauderdale/ Hollywood International Airport, the primary response will be from Broward County fire rescue, and the Broward County Sheriff's Office. Ft. Lauderdale Hollywood International Airport on-field emergency procedures will be followed and the airport chief will act as the on-scene commander for all airport emergencies.
- If the incident occurs on land, away from the airport, the primary response will be from the designated police agency having jurisdiction for that area or county. Ft. Lauderdale Hollywood International Airport off-field emergency notification and procedures will be followed.
- If the incident is over water, the primary responses agency will be the United States Coast Guard. Ft. Lauderdale Hollywood International Airport off-field emergency notification and procedures will be followed.

1. Incidents on Land:

Control of the entire land-based spectator area is the responsibility of the Ft. Lauderdale Police Department and the Broward County Sheriff's Office Air Show work detail. Medical emergency response agencies will be located along A-1-A, along with security and safety agencies that will assist as required.

2. Incidents in the Air:

All aircraft in the show are under the control of "The Platform". Aircraft emergencies are in two broad categories:

- a. "Deferred Emergencies": When the pilot has time to determine the course of action. These emergencies will be worked at "The Platform" and coordinate with the appropriate air traffic control agency.
- b. "Immediate Emergencies": When there is a probability of a downed aircraft in the water or on land with or without the pilot declaring an emergency or notifying "The Platform."



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EMERGENCY PLAN AND RESCUE PROCEDURES [CONTINUED]

- c. During aircraft emergencies, aircraft commanders have the discretion for landing at either Ft. Lauderdale Hollywood International Airport or Executive Airport. The applicable airport control tower will be notified by "The Platform" on the incoming aircraft and nature of the emergency. Pilots will be encouraged to use Ft. Lauderdale Hollywood International Airport because of longer runways and training received in the recovery and life support systems of military aircraft.

3. Incidents in the Water:

All water emergencies are under the control of the United States Coast Guard located at the narrator's platform at show center. Assisting agencies include the Broward County Sheriff's Office air rescue, Ft. Lauderdale Marine Unit, which is equipped with SCUBA equipment, Coast Guard Auxiliary and lifeguards. In general, the show will continue if the incident can be handled without compromising the safety of the show and its spectators. The decision to continue or stop the show will be made by the United States Coast Guard, the Federal Aviation Administration, the Air Boss, and the Air Show Executive Producer. The Federal Aviation Administration Monitor assigned to the Show will make the final decision. If the continuation of the Show impedes the handling of the emergency, the Show will be stopped.

4. Media Contacts in an Emergency:

All information will be released only by the Air Show Public Relations office, pursuant to the direction of the Air Show Executive Producer. NO ONE is to volunteer information or to contact the media with out the prior permission and approval of Air Show Executive Director. If military aircraft are involved, Executive Producer, and Air Show Public Relations Director will work through the nearest military installation's Public Affairs Office (Homestead Air Force Base or Patrick Air Force Base) to handle all information disseminated. Following an aircraft incident, the Air Show Executive Producer, along with the Public Relations Director, will decide on a meeting site to answer media inquiries. Attendees will include but are not limited to: Air Show Operations staff, the Federal Aviation Administration Air Show Monitor, Military Authorities (if applicable), the United States Coast Guard, and local Fire and Police authorities.

One location will be chosen depending on type, location, and level of incident:

- North: Beach Community Center
- South: Swimming Hall of Fame
- Center: City Hall



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EMERGENCY PLAN AND RESCUE PROCEDURES [CONTINUED]

5. Emergency Transport (Water to Land):

Personnel requiring medical assistance that are located either inside or on the perimeter of the aerobatic box will be transported via Emergency Response vessel to Air Show center "The Platform". Upon declaration of an emergency by the responsible authority, all coordination for transport will be conducted between US Coast Guard, Ft. Lauderdale Fire Department, Ft. Lauderdale Police Department, and Air Show Director of Air Operations. The previous provisions apply with regards to the continuance of air operations.

- a. The primary disembarkation point will be "The Platform" via Emergency Response vessel. All non-essential personnel will leave "The Platform" and surrounding areas. Perimeter control will be initiated upon the declaration of any emergency. Perimeter control will be the responsibility of the Ft. Lauderdale Police Department and on-site Air Show security personnel. Applicable Air Show personnel will support local emergency services where needed.

6. Declaration of an Emergency

Once an emergency is declared, the following procedures will be followed:

- a. The Platform will be informed of the nature of emergency by the attending emergency response personnel upon their arrival at the scene. Once the assessment of the emergency is completed and passed to "The Platform", all previous provisions will apply with regards to the continuance of air operation.
- b. The Platform will maintain control of any emergency located within its controlled space until such a time as the emergency is declared over or the person(s) are transferred out of "The Platform's" control area.
- c. Upon the receipt of any emergency assessment, "The Platform" will use the following Codes to inform all Agencies' of the nature of the emergency:
 - **Green** - This code will be used to identify "All Clear".
 - **Yellow** - This code will be used to identify any problems that are minor in nature and require medical attention.
 - **Red** - This code will be used to identify any problems that are severe or life threatening in nature or may require stoppage of all Air/Sea demonstrations.
- d. The primary method of relaying these codes will be via radio. The secondary method will be phone. The Platform or Air Show Airport Director is the ONLY authorities, which may authorize either "Yellow" or "Red" codes.



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EMERGENCY PLAN AND RESCUE PROCEDURES [CONTINUED]

- e. During an emergency, establishing a consolidated command and control area is absolutely essential. The Platform will be the focal point. The following personnel will be required to respond to "The Platform" upon receipt of the aforementioned codes

CODE "YELLOW"

- US Coast Guard Representative
- Ft. Lauderdale Fire Department Representative
- Ft. Lauderdale Police Department Representative
- Air Operation Director
- Air Show Security

CODE "RED"

- US Coast Guard Representative
- Ft. Lauderdale Fire Department Representative
- Ft. Lauderdale Police Department Representative
- Air Operation Director
- Air Show Security
- Director Ground Operation

- f. The US Coast Guard is in charge of all rescue operations on water until person(s) are transferred to land based emergency response personnel. After transferring person(s) to land, Ft. Lauderdale Fire Department will assume command of all EMS-Advanced Life Support procedures as required. Once person(s) is on land, Ft. Lauderdale Police Department will coordinate with Ft. Lauderdale Fire Department, any necessary medical evacuation for movement to an Emergency Response Vehicle or DMAT area.
- g. All Air Show senior staff will follow the directions of the Executive Producer or Director of Air Operations. Prior to the start of Air, Sea, and Ground events, all senior Air Show staff must brief all employee's to remain at their designated work area during an emergency until directed or released by a senior member of the supporting agencies' or senior Air Show staff.



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TRAFFIC PLAN

Traffic on A1A from East Sunrise Blvd. south to Vistamar Street will be one lane northbound and one lane southbound from 12:01 a.m. Wednesday, April 25, until Monday, April 30.

A1A will be closed to vehicular traffic at 12:01 a.m. Wednesday, April 25th from East Sunrise Blvd., north to the 1900 block of A1A, and will reopen Tuesday, May 1st. Residents in this area must enter from the north at N.E. 19 Street, as there will be no access from East Sunrise Blvd.

A1A will be closed from Bayshore Drive to Sunrise Blvd. from Saturday, April 28th at 12 a.m., through Sunday, April 29th at 11 p.m.

East Sunrise Blvd. will be closed to vehicular traffic between Bayview Drive and A1A during the show hours, and limited traffic access from Friday, April 27th through Monday, April 30th.

Access to the beach for vehicles will be limited, and can only be made by way of S.E. 17 Street, East Las Olas Blvd., and East Oakland Park Blvd.

No eastbound traffic will be allowed on East Sunrise Blvd. east of Gateway from 3:00 p.m. - 6:00 p.m. on Saturday and Sunday show days. Traffic will be diverted north on US 1 at the Gateway intersection. This will expedite clearing the beach following the show.

All businesses in the areas affected by the traffic restrictions are expected to remain open for their normal hours during the weekend. [See Appendix (C) for additional details]

PUBLIC RELATIONS

A public relations strategy is being employed to communicate to the media, the public at large and various community stakeholders of the proposed changes in the event structure and the overall expansion of the event experience to appeal to a broader range of consumers. Air Lauderdale Beach Fest 2012 will partner with **Fort Lauderdale Fleet Week** to celebrate the 200th Navy Anniversary.

As a cause oriented company, Air Lauderdale™ will promote socially responsible behavior with the **Green-Break Program** to encourage recycling. Guest who get caught recycling during the event will be rewarded with tokens that they can redeem for valuable prizes at the Air Information & Recycling Store. The program produces solid results with voluntary recycling by attendees in exchange for fun, environmentally friendly prizes.



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FINANCIAL COMMITMENT

We have worked diligently to ensure the success of the Free Air Show and the additionally included Beach Festival. Our relationship with the city over the last 3 years has allowed us to be fully prepared financially for the 2012 event. We are committed to providing an event that will not incur cost to the city.

Our financial commitment will ensure that the city bond requirements are fulfilled and expenses for event operations as well as city services are paid.

We are pleased to present to the city this commitment letter from Verdant Capital Group as proof of our financial viability for the 2012 event. [See Appendix (D) for letter and (E) Verdant Principle Bios]

Below is an overview of the Verdant Capital Group, LLC:

VERDANT CAPITAL GROUP, LLC ("VCG") identifies, develops and arranges for financing of projects throughout the world, using proprietary funds and partnerships with other companies and sources of capital with an eye toward the future. Current partnerships exist with Verdant Technology Solutions, LLC, Integration Capital and Trade, INC, Amerinda, and various other financial partners, including numerous institutional lenders, funds and banks.

VCG, with its substantial international relationships, specifically targets projects and companies for development and funding that have "best of class" leading edge technologies in the "green" technology, renewable energy, waste management, water management and the aerospace sectors of the economy. VCG is also active with real estate conversions and development of sustainable communities. VCG's international relationships allow partnerships with leading business and sustainable development groups from throughout the world to provide the business development expertise, careful management oversight and financial strength to support the growth and expansion of its targeted projects and companies in a very dynamic and ever changing marketplace.

VCG enables the development and expansion of technology conversion through the establishment of technology integration centers which coordinate the engineering and technical resources of its project companies with business incubation opportunities to improve and expand the current and potential business opportunities for its captive technologies and accelerate new product introduction into the market place.

The idea, a purpose driven set of entertainment and recreation events, will bring the community together by creating an environment where participants discover and understand the benefit of healthier lifestyles, environmental sustainability, and opportunities for local development and economic growth.