

DRAFT

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL**

**8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
MARCH 10, 2014, 3:30 P.M.**

MEMBERS	ATTENDANCE	SEPT 2013/AUG 2014	
		Present	Absent
Sheraton Fort Lauderdale Amaury Piedra, Chair <u>Blake Crawford, Alternate</u>	P	6	1
Greater FTL Chamber of Commerce Eduardo Fernandez, Acting Chair	P	6	1
The Gallery at Beach Place Kenyata Allain Carmen Barbagelata, Alternate	A	6	1
LXR Luxury Resorts & Hotels Kevin Quirk	P	4	3
Marriott Courtyard <u>Bill Cunningham</u> Thomas Miller, Alternate	P	7	0
The "W" Hotel, Capri Hotel, LLC Dale Reed, Vice Chair <u>Mary Louise Fitzgibbon, Alternate</u>	P	7	0
Beach Community Redevelopment Agency (CRA) Ina Lee	P	6	1
Ritz Carlton Hotel <u>Gregg Cook</u> John Cashion, Alternate	P	5	2
Marriott BeachPlace Towers Jill Munas <u>Jackie Foster, Alternate</u>	P	2	1

Staff

Don Morris, Economic and Community Reinvestment Manager
Dan Barnett, Wizard Entertainment, BID Manager
Eileen Furedi, Clerk II
Lisa Edmondson, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion by Ms. Lee, seconded by Mr. Crawford, that the BID expresses a desire to bring a company on board to help brand the Beach, using BID funds. In a voice vote, the motion passed unanimously.

I. Call to Order / Roll Call / Quorum

At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

The meeting was called to order at 3:33 p.m. Roll was called, and it was noted a quorum was present.

Upon **motion** duly made and seconded, Eduardo Fernandez was selected to act as Chair for the meeting. In a voice vote, the motion passed unanimously.

II. Approval of Minutes - February 10, 2014

Motion by Ms. Lee, seconded by Mr. Cook, to approve the minutes of the February 10, 2014, minutes. In a voice vote, the motion passed unanimously.

III. Highlights of the Sunshine Law - Jonda Joseph, City Clerk

Ms. Joseph provided a review of the Sunshine Law.

IV. Discussion of Signage Enforcement on the Beach - Donald Morris, Economic Reinvestment Administrator

Mr. Morris introduced Jenni Morejon, Deputy Director, Department of Sustainable Development, who explained that the department also covers code enforcement. Ms. Morejon proceeded to give an update on beach signage, including the various following topics:

- Aesthetics and safety concerns versus business marketing concerns
- Pedestrian mobility is jeopardized
- One sign invites many more
- Many signs meet code but do not have permits
- Focused on sandwich signs and windows, doors, walls in central beach area

Dick Eaton and Adam Feldman, Code Enforcement, distributed photos of signage before and after “sweeps,” and reported as follows:

- Talked to all businesses on beach regarding signs: first time offense = 48-hour window to remove signs; second time = warning citation.
- City cannot censor content (t-shirts etc.), but looks for code criteria, such as not blocking more than 20% of the window space
- Trying to focus on the most obvious and glaring examples
- Provision exists for new businesses to put up banners
- Sandwich boards have to be on private property (doorway or patio); most are not
- They are looking at options for presenting menus (menu boards)
- Two primary principles are:
 - Pedestrian safety, and keeping a clean, aesthetic environment on beach
- Technically menu boards would not be permitted, but they are not being cited
- Code is city-wide, not just A1A
- Code does not regulate content; but citizens can talk to the owners

Ms. Morejon invited the members of the Board to provide feedback to Mr. Morris about any issues concerning signage enforcement.

V. BID Manager Update - Dan Barnett, Wizard Entertainment

- Myfortlauderdalebeach.com funding - Wizard Entertainment has been funding the site (within the Saturday Night Alive program), spending \$18,000-\$20,000 annually. Mr. Barnett hoped to see similar figures when it goes out to bid. He mentioned that he is requesting approval from the Board to seek bids for funding the site, as the annual contract will be due in several months.

Mr. Barnett brought up a potential second phase for the website - Search Engine Optimization (SEO) and growth - and asked the Board for feedback. He noted that branding should probably occur before that. Mr. Barnett clarified that Wizard Entertainment (through Saturday Night Alive) is currently funding the website.

Mr. Morris asked that the Board recommend an amount that would be appropriate for a bid. He added they can go out to bid on anything less than \$50,000 without going through an RFP process. He continued that Mr. Barnett would manage the new person/company. Several members recommended adding more content to the site and expanding the marketing.

Mr. Barnett recommended adding approximately \$20,000 more to the project for expansion. Ms. Fitzgibbon remarked they need to focus on the branding issue first, because that will drive the website. Discussion ensued about the importance of establishing a brand.

Mr. Morris stated they have not received the necessary direction to put together a bid. He added that a Communication to the City Commission would be in order to get the Commission's buy-in. Mr. Morris commented that many other groups will be providing input into the brand content. At this point, he recommended talking to a lot of companies and compiling information.

Mr. Barnett reported that he obtained two sample RFPs for branding for the Board to peruse. Mr. Barnett also said he has a list of about 10 companies that do branding research; he has approached one of them, but they said they had a conflict because they already work with another city in Florida.

Mr. Barnett remarked that he needs a consensus from the Board if they want to put out a bid to get myfortlauderdalebeach.com maintained as it currently is without any additional funding. He said that Wizard Entertainment could probably bridge the site to keep it going. Mr. Barnett confirmed that, for the short term, the Board wished to keep the site going at the current most cost-effective rate without diminishing it, but also without putting any more into it. He said that the contributions of the "Friends" of the site go toward the SEO and other aspects. Mr. Barnett thought that "up to \$25,000" would be appropriate for a bid, and they would choose the least expensive of the three qualified bids.

Motion by Ms. Lee, seconded by Mr. Cook, to fund up to \$25,000 to keep the site going for up to one year. In a voice vote, the motion passed unanimously.

VI. Communications to the City Commission

Motion by Ms. Lee, seconded by Mr. Crawford, that the BID expresses a desire to bring a company on board to help brand the Beach, using BID funds. In a voice vote, the motion passed unanimously.

V. BID Manager Update (continued)

- Traffic box wrap - Mr. Barnett reported that the creative aspect is moving through the process, and they are getting ready to go out for bid for printing and installation.
- Fireworks - The company that presented a proposal for the BID is looking at doing due diligence to make sure they can afford the execution of it with the City services

Mr. Barnett said that the three events that have been funded are moving forward (Mod weekend, volleyball and fireworks).

Ms. Lee felt that the events need to be promoted in a more "holistic manner" until they can expand the website (myfortlauderdalebeach.com). Ms. Fitzgibbon added that all

the members need to support the events and then compare notes after the event. Mr. Barnett commented that he planned to send a post-event followup form, with the format used for Saturday Night Alive, and send it to the company who did the event.

VII. Old/New Business

Mr. Morris said that there are issues that need to be resolved regarding Food and Beverage. The Legal Department is going to review several matters, and they may need to take the matter to the City Commission to determine whether the changes can be made. One item is if it is necessary for the hotels to bid. The question is that in the bid how to verify if the hotels can provide the service at the level that the Department is asking for. The current proposal is that hotels and restaurants would both have to submit the package, to make sure the level of service is high.

Another item under discussion is a City fee on every purchase. Chair Piedra is researching that item. The money would go into an account that would be spent on the beach. Mr. Morris said it was scheduled for the City Commission, but was removed from the agenda because the City Manager had some concerns.

Acting Chair Fernandez acknowledged the time being spent on this issue, and said it is frustrating. He said they are trying to compete on an even keel with other cities, and he wondered how much more will be required to pass the ordinance. Mr. Cook thought it would be better to forge ahead and modify it later if necessary. Mr. Morris will keep the Board advised of any updates. Ms. Lee suggested bringing the City Manager into the next meeting to discuss concerns.

Mr. Morris said that another issue was whether to do it as a pilot program. The City Commission would need to be notified if it were not to be done as a pilot program. How the fee would be levied involves logistics, and they will be talking with the auditor.

The issue of Tortuga was brought up, with Ms. Lee saying that they decided to hold off on smaller events over the summer to allow for mega events. Discussion ensued about the matter.

In addition, Ms. Lee said this is the first summer in five years that there is no promotion as a beach destination on Fort Lauderdale Beach, and she wondered what would be done over the summer. She felt that instead of events, the area was now relying on individual businesses and the CVB for awareness.

Acting Chair Fernandez commented that the Tortuga people are extremely busy and are only focused on "executing." Mr. Barnett added that they will have to get an update from Chair Piedra.

Ms. Lee suggested using myfortlauderdalebeach.com to promote the VIP Package (two for one) sponsored by the CVB.

Ms. Lee commented that the Beach Redevelopment Advisory Board (BRAB) will be looking into improvements at DC Alexander Park. The EDSA went to the City Commission conference last week about some preliminary ideas for the area; it has not yet gone to the BRAB. The City Commission wants to know what the uses will be before the money is spent in that area. Ms. Lee wanted to know what activities this Board wants to see on the beach in that area. Some of the uses suggested were:

- Art events
- Food trucks
- Music events
- Farmers' markets
- Events similar to Flavors of Fort Lauderdale

Regarding the capacity of that area, Mr. Barnett stated that if the street is incorporated into the area, the capacity would be 2,000-3,000 people. He continued that they need a venue whose costs are easy to define to an event promoter.

Mr. Cook advised against developing the site so that it would be limited in what could be done. Various amenities were discussed, such as bathrooms, power, water feature, stage or a similar area.

Ms. Lee invited the Board members to attend the next BRAB meeting, where a discussion on DC Alexander Park will occur.

Ms. Lee brought up the Ambassadors Program, noting it is a partnership between the Downtown Development Authority (DDA), the Fort Lauderdale Police Department, the City of Fort Lauderdale, the community, and the ambassadors, making the area safer and friendlier. She distributed copies of an informational item about the program.

Hearing no further business, Acting Chair Fernandez adjourned the meeting at 4:47 p.m.

Attachments:

Handout on the Ambassadors Program - Ms. Lee

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

ITEM III

THE FORT LAUDERDALE XTREME TOP BOX
THROWDOWN

ROBERT MORGALO
XTREME TOP BOX

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(Applications Should be Submitted at Least 120 Prior to the Event Date)

(1) **Name of Event:** The Fort Lauderdale Xtreme Top Box Throwdown

(2) **Location of Event – Please provide a location map:**

Fort Lauderdale Beach Park - 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316

Event Site Plan is not available at time of this application. However, see attached location map for the purposes of location identification.

(3) **Date(s) of Event:** Saturday, October 11 and Sunday, October 12, 2014
Columbus Day Weekend

(4) **Hours of Operation:** 7:00 am- 7:00 pm each day

(6) **Proposed Activities Planned:** This is a two-day mixed-team athletic competition consisting of multiple teams competing simultaneously and in structured heats throughout each day. The activities range from running, muscle-ups, box jumps, deadlifts, clean and jerks, ball walls, thrusters, rope climbs and other movements which are standard for this sport. For reference, please see video recap of our last event titled Xtreme Top Box 2013 Recap.

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

This event will be marketed and advertised on a national marketing campaign over a five month advertising schedule, which includes recurring full page full color advertisements on multiple Crossfit related magazines and websites (**see details below**) and trade shows. We will also be promoting the event using direct marketing and activations at targeted Crossfit Regional competitions throughout the United States and Canada (**see dates and locations below**) as well as over 5,000 Crossfit affiliate gyms reaching over 1.5 million Crossfit gym members . Additionally, we are securing the services of one of the top rated social media companies in the nation, Netmark, <http://www.netmark.com/> to develop, implement and manage a social media campaign that will run concurrently with all other advertising and promotion through a seven month span.

Magazines and Websites:

(ongoing and recurring seven month advertising campaign on each of the following)

The Box Magazine: (circulation 100,000) <http://www.theboxmag.com/>

FB followers: 108,000

Boxlife Magazine: (circulation 30,000) <http://www.boxlifemagazine.com/>

FB follower: 32,000

WOD Talk Magazine: (circulation 50,000) <http://www.wodtalk.com/>

FB followers: 87,000

Sweat RX Magazine: (circulation 60,000) <http://sweatrxmag.com/>

FB followers: 4,400

Crossfit Games Regionals:

We will have marketing booths at each of these Crossfit Regionals with two representatives at each to promote our event in Fort Lauderdale. Crossfit Regionals are attended by athletes and spectators from all around the world.

May 9-11, 2014: Chicago, IL; Vancouver, BC; Jacksonville, FL

May 16-18, 2014: Columbus, OH; Toronto, Ontario; Kent, WA

May 23-25, 2014: Washington, DC; Del Mar, CA; San Antonio, TX

May 30- June 1, 2014: Canton, MA; San Jose, CA; Salt Lake City, UT

(8) Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

This event will be attended by more than 5,000 spectators and athletes from around the world each day. The positive economic impact in and around the Fort Lauderdale Beach area will be significant. Hotel room nights are conservatively estimated at around 2,000 with 40% of our attendance both in athlete registrations and spectators coming from out of town.

The economic impact will be measured by the number of room nights booked through our HQ hotels the Sheraton and Westin on Fort Lauderdale Beach, surveys and questionnaires given to registered athletes during registrations and attendees and spectators during the event. Questionnaires will inquire on specific information such as how many people traveling, age and demographics, how long was their stay, restaurants and shopping information and will they return next year. Questionnaires for athletes will be mandatory upon registration and for spectators will be voluntary but with giveaways as incentives at our information booth.

(9) 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 event will be branded as the "Fort Lauderdale Beach Xtreme Top Box Throwdown". All event related marketing, advertising and promotion will have the 'Hello Sunny' logo prominently displayed on it. As part of our continued social media campaign we will include invitations to come to Ft Lauderdale and enjoy the beach, weather, shopping and nightlife. We will include links to the Fort Lauderdale website so people can discover Fort Lauderdale and its many attractions. We will also include links to video that promote our HQ Hotel the Sheraton Fort Lauderdale, which includes footage and information of the beaches and local attractions. (sample video that will be viewed through our event website and social media: http://youtu.be/9VwHS34_XDw)

(10) BID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

This event is going into its second year. The plan is to build on the momentum and success of last year's event. The event is currently self-sustaining. However, due to the re-branding caused by the move from Miami Beach to Fort Lauderdale and a significant investment and increase in a national marketing and advertising campaign, this BID sponsorship is being requested. The BID funding requested represents a 16% of our overall event costs. We do not foresee needing any additional funding beyond 3 years, with a projected decrease in BID funding request of \$15,000 in year two and \$10,000 in year three.

(11) Total Cost of Event: \$150,000.00

(12) Revenue Sources (other than amount requested from BID):

This event has three sources of revenues. These are: 1) athlete registrations; 2) vendors; and 3) sponsors and is further supported by capital investments from Xtreme Top Box, Inc. and an approved grant from the Greater Fort Lauderdale Convention & Visitors Bureau.

(13) Amount Requested from BID: \$25,000.00

Location Map



XTREME TOP BOX

TEAM THROWDOWN

*Second Annual
Super-Team Throwdown*



**OCTOBER 11-12, 2014
FORT LAUDERDALE BEACH, FL
PORTION OF PROCEEDS
BENEFITING
WOUNDED WARRIOR PROJECT**

facebook.com/XtremeTopBox



Tweet us @xtremetopbox



Overview

The Xtreme Top Box Throwdown is an extreme two-day team challenge in the heart of Fort Lauderdale Beach, FL, taking place Columbus Day Weekend October 11 & 12, 2014.

Xtreme Top Box is partnering with the Greater Fort Lauderdale Convention and Visitors Bureau to make this an event to remember. Taking place on the exquisite beachside property of the Sheraton Fort Lauderdale Hotel and Resort, this challenge will be a true test of fitness, challenging athletes mentally and physically with military and CrossFit-inspired workouts.

Teams will consist of ten members: 5 men and 5 women representing one team, also known as a Super Team. Over 50 teams and 500 athletes from across the U.S are expected to compete. Expected attendance is 10,000 over two days, with a sustained attendance of more than 2,500.

Who will be crowned the Top Box?

What is Crossfit?

Crossfit is the sport of fitness. It is a strength and conditioning program that promotes overall physical fitness using a variety of exercises including body weight exercises, weightlifting and gymnastics. Workouts are typically no longer than 30 minutes and can be modified to fit the abilities of anyone who wants to give it a try, from a new mom to your local firefighter or military personnel. Because it doesn't exclude anyone, one of CrossFit's best results is the community it provides.

From its meager 18 affiliated gyms in 2005, today CrossFit boasts over 6,000 affiliates worldwide. Its popularity in Latin America, Europe, Asia, and the Middle East has established it a truly global fitness brand. In 2013, a record 140,000 athletes competed in the CrossFit Open, the first of two qualifying rounds toward the CrossFit Games (the championships televised on ESPN2).

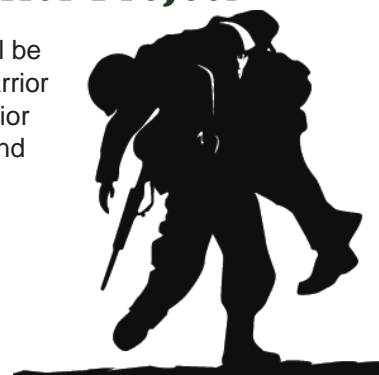
Events like Xtreme Top Box foster the sense of community allowing athletes and fans to be part of this great sport.

Event Highlights

- 2-day team competition in Fort Lauderdale Beach, FL
- Columbus Holiday Weekend
- \$45,000 in Cash Prizes
- Portion of proceeds benefiting the Wounded Warrior Project
- FREE Admission to all spectators

The Wounded Warrior Project

A portion of the proceeds will be donated to the Wounded Warrior Project. The Wounded Warrior Project provides programs and services to severely injured service members during the time between active duty and transition to civilian life.



Fort Lauderdale Beach, FL

Xtreme Top Box is taking over Fort Lauderdale Beach Park to offer you the most xtreme throwdown you'll ever experience.

Fort Lauderdale Beach is the backdrop to a number of prestigious and varied events. Fort Lauderdale Beach boasts more than seven miles of sparkling beaches that offer residents and visitors premier opportunities for recreation, relaxation and enjoyment. The City's award-winning wavewall and signature beachfront promenade highlight Fort Lauderdale's world famous coastline.

Who Will be There?

This event will not only attract thousands of CrossFit enthusiasts, it will also attract the thousands of beachgoers already on Fort Lauderdale Beach for Columbus day weekend ensuring your brand's exposure is maximized.



Event Details and Logistics:

Event consists of 5 to 10 team-oriented athletic challenges. Each challenge can take as little as 2 minutes per team or up to 1 hour per team depending on the challenge. Teams will be rotated throughout the Competition Areas over the course of the two days and within the event times of 9:00 am and 5:00 pm.

Event Perks

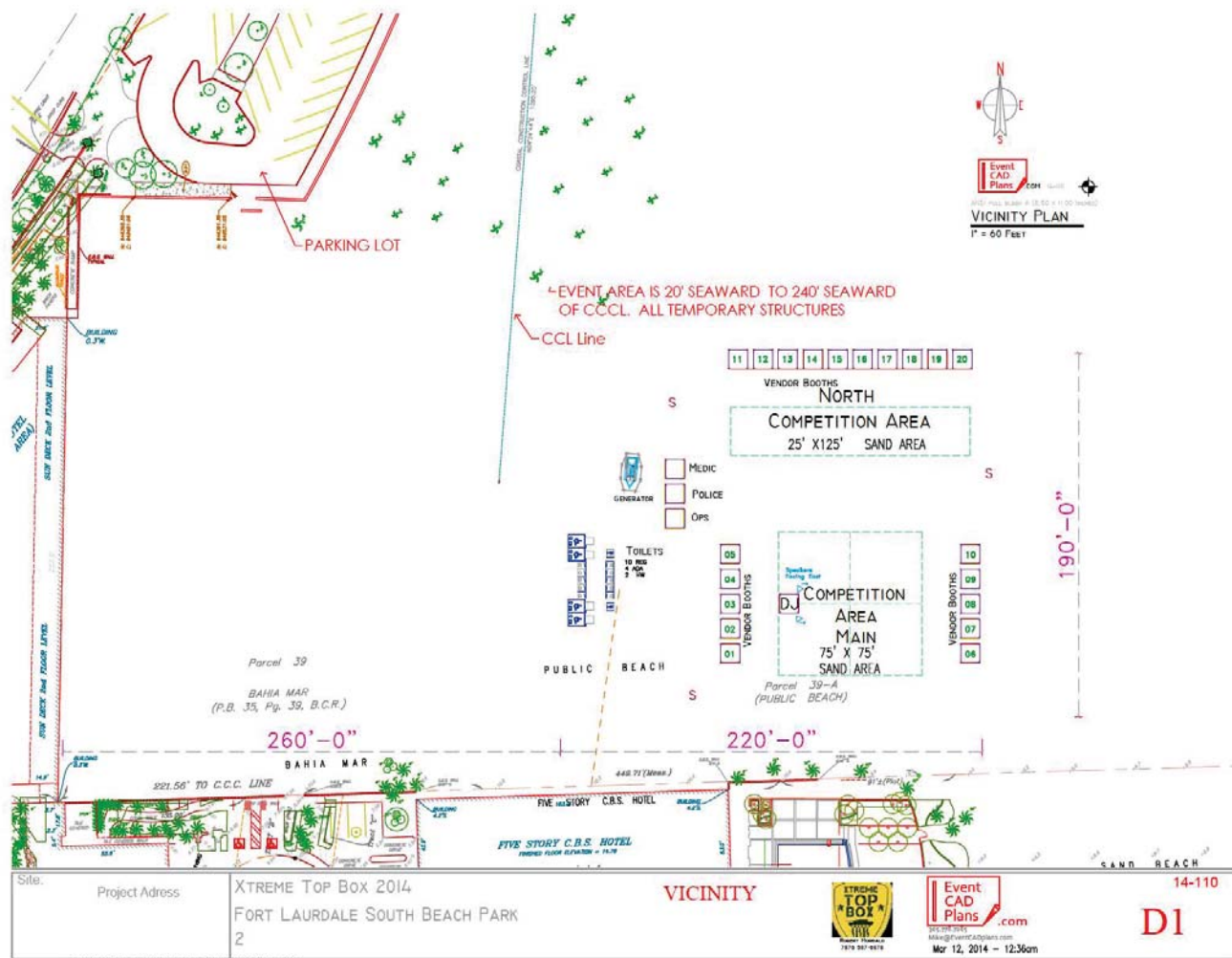
- No admission fees. Free to the Public!
- Event will be recorded for broadcasting/web casting.
- Portion of Proceeds to benefit the Wounded Warrior Project.
- Sheraton Fort Lauderdale is the official hotel headquarters for event.
- Set up 1 day prior (October 10, 2014).
- Tear Down (October 13, 2014 by 5:00PM).
- Event parking will be at parking lots/garages within the Fort Lauderdale Area.
- 24 hour security from set up to tear down.
- City of Fort Lauderdale Beach Police and Fire Rescue.
- Food Vendors - 4 booths max (20 x 10).
- Non-Food Vendors - 40 booths max (10 x 10).

Sponsors Include (but not limited to):

- Boxlife Magazine
- Maverick Athletic Equipment
- US Army
- Florida Army National Guard
- US Marine Corps
- US Air Force
- US Coast Guard
- US Navy
- StrongerRX
- Monster Energy Drink
- Muscle Milk



Location & Detailed Site Plan:



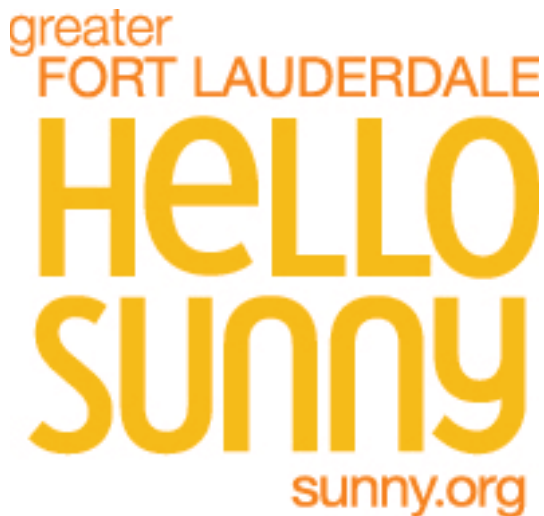
XTREME TOP BOX TEAM THROWDOWN



Event Publicity

Xtreme Top Box is focused on creating the most anticipated event series to maximize your brand's exposure. Event publicity includes but is not limited to:

- Multiple full page print and digital ads in BoxLife Magazine reaching over 100,000 CrossFit and fitness enthusiasts. Online digital editions available for free for Apple and Android users. BoxLife is the only free magazine dedicated specifically to the CrossFit community.
- Multiple full page print and digital ads in The Box Magazine which has a 100,000 circulation (on newsstands nationwide, including Barnes & Noble, Publix stores, Safeway stores, airports, Walmart, Target and several other newsstand outlets) Direct-mailed to more than 4,000 CrossFit box gyms nationwide. Available for purchase digitally on Zinio, NOOK, Kindle and iTunes.
- Multiple full page print and digital ads in Sweat RX Magazine with a circulation of 62,500 with a pass along readership of 2.5 people per each copy. Targeted National distribution for newsstand through Chapters/Indigo, Whole Foods Markets and specialty points of sale within Canada. Rack distribution is through strategic partners that include GNC retail stores at POS, CrossFit Affiliates and US newsstand distribution is through Books a Million and Barnes & Noble.
- Multiple full page print and digital ads in Wod Talk Magazine with a circulation of 100,000.
- 18 x 24 promo posters sent directly to CrossFit gyms across the country.
- Extensive social media marketing (Facebook, Twitter & Instagram).
- Professional PR, including press releases and other media acknowledgments.
- Personal visits to local South Florida Crossfit and fitness gyms.



Our Partnership with the Greater Fort Lauderdale Convention and Visitors Bureau will bring together the Most Xtreme Event the Beach has Ever Seen!

Xtreme Top Box will also accommodate participating athletes and volunteers with the following amenities:

- Discounted hotel accommodations for traveling athletes/volunteers
- Exclusive Participant/Volunteer T-shirt
- Custom medal acknowledgment for all Participants
- Tented warm-up and recovery area with a variety of food, beverages and massage
- First rate medical support throughout the two-day competition

EXPECTED DEMOGRAPHICS OF ATHLETES AND SPECTATORS

GENDER

Male	51%
Female	49%

AGE

18	10%
25-34	46%
35-44	33%
45-54	7%

MARITAL STATUS

Married	60%
Single	40%

HOUSEHOLD INCOME

0-\$50k	8%
\$50-\$100k	14%
\$100k-\$150k	27%
\$150k+	51%

EDUCATION

No College	14%
College	21%
Grad School	65%


Xtreme Top Box Throwdown 2013 Event Highlights



XTREME TOP BOX

TEAM THROWDOWN

Second Annual
**XTREME
TOP BOX**
TEAM THROWDOWN



**REGISTER
NOW**
XTREMETOPBOX.COM

**The Only Super-Teams
Throwdown in the World**

\$45K in Cash Prizes


2 Day Extreme Team Competition


5 MEN & 5 WOMEN PER TEAM

When: October 11-12, 2014


Where: Ft. Lauderdale Beach Park

A Part of the Proceeds to Benefit Wounded Warrior Project





Sheraton
HOTELS & RESORTS



greater
FORT LAUDERDALE
**Hello
sunny**
sunny.org

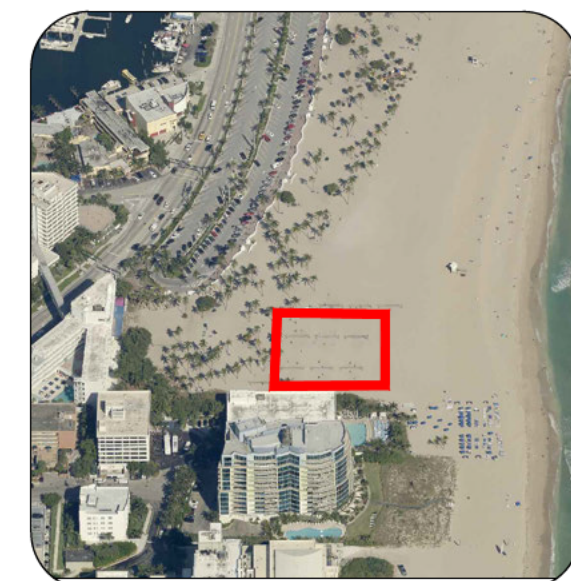
Supporting Sponsors

Xtreme Top Box promo flyer sent to Crossfit gyms across the country



WWW.XTREMETOPBOX.COM
FACEBOOK.COM/XTREMETOPBOX





Aerial Image: ISO West View



FORT LAURDALE SOUTH BEACH PARK

2



Event CAD Plans

Site Plan Event Area

DATE	MARCH 8, 2014	JOB NO.	14-110
SCALE	See Sheet	..	REVISION 2
DRAWN	Mike McLaney	SHEET NO.	SP 1
EDIT	Mike		