

**DRAFT**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
CITY HALL  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
100 N. ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA 33301  
AUGUST 18, 2014, 1:00 P.M.**

<b>MEMBERS</b>	<b>ATTENDANCE</b>	<b>SEPT 2013/AUG 2014</b>	
		<b>Present</b>	<b>Absent</b>
Sheraton Fort Lauderdale <u>Amaury Piedra, Chair</u> (arr. 1:20 p.m.) Blake Crawford, Alternate	P	9	1
Greater FTL Chamber of Commerce Eduardo Fernandez	P	9	1
The Gallery at Beach Place Kenyata Allain	P	8	2
Marriott Courtyard <u>Bill Cunningham</u> Thomas Miller, Alternate	P	10	0
The "W" Hotel, Capri Hotel, LLC Mary Louise Fitzgibbon, Alternate	A	9	1
Beach CRA Ina Lee	P	8	2
Ritz Carlton Hotel Gregg Cook <u>Monique Soriano, Alternate</u>	P	7	3
Marriott Beach Place Towers <u>Jill Munas</u> Jackie Foster, Alternate	P	3	3

**Staff**

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

**Presenters and Guests**

Kurt Stange, Miami Christmas Lights

A.J. Niland, Huka  
Brian Lamb, Huka  
Ray Cox, resident

**Communications to City Commission** – none.

**I. Call to Order / Roll Call / Quorum**

At this time there are 8 appointed members to the Board, which means 5 would constitute a quorum.

Acting Chair Fernandez called the meeting to order at 1:16 p.m., since Chair Piedra was not yet present. Roll was called, and it was noted a quorum was present.

**II. Approval of Minutes - July 14, 2014**

**Motion** made by Ms. Lee, seconded by Mr. Cunningham, to approve the minutes of the July 14, 2014, meeting as presented. In a voice vote, the motion passed unanimously.

**III. Huka Productions Funding Request - Jeff Kreinik, Huka Entertainment**

A. J. Niland, CEO of Huka Entertainment, spoke in place of Jeff Kreinik. Mr. Niland gave a short background on his company, commenting they started up in 2004 and had their first concert in 2010. He began a PowerPoint presentation at 1:19 p.m. on their music festivals/concerts and the projected Tortuga event.

[Chair Piedra arrived at 1:20 p.m.]

Mr. Niland said they are looking now to precede or follow the Tortuga event with a second event, which they would work to drive longer hotel stays.

Mr. Niland concluded the PowerPoint presentation at 1:25 p.m. and distributed a handout on the economics of the upcoming proposed Tortuga event. They would ask \$500,000 per year (equity investment) for a new festival - spread over three years - with a possible 5% equity exchange. They would also be seeking an additional \$250,000 in a sponsorship, placing the BID as a presenting co-producer of the event. The sponsorship agreement would be a one-year agreement with an option for two or three years.

Ms. Lee asked what they would do if the BID did not provide the \$250,000 sponsorships, and Mr. Niland replied that they would seek the funds elsewhere. He mentioned Ford, Corona, and Landshark as past sponsors.

Mr. Cunningham expressed concern about traffic congestion for residents with two back-to-back events. Mr. Niland commented the main production locations are near the

basketball courts and on the Sheraton property lot. They relayed that the Monday after Tortuga, they would clean up and prepare the beach for re-opening; on the following Friday, the beach would again close for event preparation. Some structures would remain on the beach during the week, but would be cordoned off for safety.

Regarding turtles, Mr. Niland said they are working with Tallahassee and local consultants; he pointed out that Easter Sunday comes later in 2015, which is not the most desirable. However, it was noted that turtles are not historically seen on that stretch of beach until later in the season. If a turtle nest occurs on that portion of the beach, they find a way to work around it.

Chair Piedra remarked that Tortuga has had two successful events without asking for any money from the City. He continued that it was at the City's request that they build on their original event; to have a successful second event, they need assistance.

Ms. Lee complimented Huka on their handling of traffic at prior events.

Mr. Barnett said they are trying to create a partnership between the BID and Huka Entertainment to have a long-term run of the event on the beach. He felt the equity return would assist the BID doing this, and explained how the equity return would work. Mr. Barnett also thought the event would help significantly with branding of the beach.

Mr. Niland remarked that Huka Entertainment might be able to assist the BID through ticket sales, levies on concessions, etc. Chair Piedra pointed out the advantage of getting funds back, since the current source of BID income is tied to property tax.

Since the BID works with an annual budget, Mr. Fernandez wondered if they could commit funds beyond one year. Mr. Morris responded they can commit to an optional year annually, contingent upon the budget approval for the following year.

Ms. Lee thought they would have to be more specific on room-nights in order to sell the idea as an economic boost; they also would have to have a closer tie-in with the CVB so it would become part of their overall marketing. Additionally, she mentioned the need to reduce the cost of City services. Mr. Niland said their closest relationships outside the City have been with the BID and the Beach Council, and they would be open to other avenues of help such as the CVB.

In response to a question, Mr. Niland commented that Tortuga has brought "tons" of awareness to Fort Lauderdale Beach. There has been national TV and media coverage and online exposure.

Mr. Kreinik commented that the age demographic of the Tortuga events would be 18-35 years. Ms. Lee believed this type of event would help position the destination going forward. Mr. Niland said that the "millenials" will return year after year for the event; then attraction of the City will draw them here as residents.

Mr. Morris stated that the proposed partnership “could” happen - the details would have to be worked out, and Mr. Morris stated any agreements would go through the City Attorney’s office.

Chair Piedra opened the floor to public comment at 1:51 p.m.

Ray Cox, resident, brought up the following potential problems/questions:

- City might possibly lose money
- People may be driving drunk or urinating in bushes after the event - will City enforce?
  - Homeless will advocate that the City enforce that just as they do with the homeless community
- Will there be scholarship tickets?
- To whom will complimentary tickets be issued?
- Will City workers be on City payroll or Huka payroll for setup and cleanup?
  - Could they hire workers from the economically disadvantaged community?
- Breath analyzers on a voluntary basis at festival exits
  - Don’t make exceptions for party goers
- Will there be language controls (for foul language)?
- Will there be a breakdown bond?
- Not enough public restrooms on beach for setup, festival, and breakdown (public is excluded from using them)
- People are “fed up” with so many events using the beach and leaving the residents behind
- Homeless community might protest during the event

Mr. Morris commented these items could be discussed with the City Commission. He continued there will be an event permit approved by the City Commission which includes many items of compliance such as paid parking. Mr. Morris said the restroom issue is a valid one, and facilities should be available outside of the festival. He clarified that the funds for the event are neither tax dollars nor residential dollars, but are self-imposed funds that businesses contribute annually.

Mr. Cox continued that such events can result in people over-heating or using drugs, which could require City services.

Chair Piedra closed the floor to public comment at 2:01 p.m.

Chair Piedra stated the Tortuga event is the best he has seen in recent years to bring in exposure and brand the beach. He asked that the Board approve the opportunity to negotiate a firm proposal to bring back to the next meeting.

**Motion** made by Ms. Lee, seconded by Mr. Fernandez, to empower Chair Piedra and Mr. Barnett (BID Manager) to negotiate the best financial arrangement to have this event move forward. In a voice vote, the motion passed unanimously.

Mr. Niland mentioned that October 1, 2014, would be the deadline to resolve the arrangement. While Mr. Morris said they would not be able to get City Commission approval until some time in November, he assured Mr. Niland that the Board's intentions would be known October 1, and he did not anticipate any issues with the City Commission.

#### **IV. Holiday Lighting Funding - Donald Morris, Economic and Community Reinvestment Administrator**

Mr. Morris reported they received two bids; Miami Christmas Lights was selected by the committee consisting of himself, Ms. Lee, Mr. Fernandez, Assistant City Manager Susanne Torriente, and Scott Sundermeyer from Parks and Recreation Department. Mr. Morris reminded the Board that the past few years they had difficulties with the previous contractor meeting deadlines, and Miami Christmas Lights understands that timing is very important.

Mr. Morris distributed copies of the proposal and showed it on the screen. He showed and described the display, which would be a "sand castle." Mr. Morris said that "Fort Lauderdale Beach" would be backlit for evening photographs. Included in the proposal are lights on the trees surrounding the display, and "surfboard lights" on every light pole on the east and west sides of A1A. The lights will also be done on the north and south sides of Las Olas Boulevard from Seabreeze Boulevard. The holiday-related decorations will be removed after January 5, 2015, with the sand castle remaining until turtle season.

Mr. Morris stated the total project cost is \$244,000, plus \$14,000 for the holiday lighting ceremony. He recommended approving an additional \$55,000 for the project. It would be a yearly commitment; they will discuss future iconic displays with Miami Christmas Lights after the first of the year.

Ms. Lee wanted to keep the lights on the trees and poles lit until the end of February to provide beach lighting. Mr. Morris commented they did receive complaints last year about the season being prolonged.

Mr. Morris asked Mr. Stange if it would be possible to remove the centers of the surf boards after the holiday season. Mr. Stange replied they could be removed since they are custom-built: the center slides in and out and could be replaced each year with a different theme.

Mr. Stange spoke about having a school-based project to make ornaments for charity trees. He described how that could be coordinated with banners. Discussion ensued

about the logistics of the project involving schools, with most members agreeing it would be better to wait until the following year when they could start earlier.

Ms. Lee suggested that the hotels could have “gingerbread-like” sand castles in their lobbies instead of the traditional gingerbread houses, and there could be a tie-in with the spring sand castle competition. Mr. Stange added they could have a different sand castle iconic display every year.

**Motion** made by Mr. Fernandez, seconded by Ms. Lee, to approve the additional \$55,000 needed to move forward with the Holiday Lighting project. In a voice vote, the motion passed unanimously.

**V. BID Manager Update - Dan Barnett, Wizard Entertainment**

- **ModWeekend 2014 Recap**

Mr. Barnett reported that ModWeekend was very well received; 125,000 copies of *Tropic* magazine were distributed, and the boat and bus tours were very successful.

Mr. Barnett continued that the contribution from the BID was \$11,250 and the live piece of the weekend affected about 500 - 1,000 people. However, the press that resulted from the event was more beneficial and, he felt, more important. He said if the organizers ask again next year, the Board would evaluate its worth.

**VI. Communications to the City Commission - none.**

**VII. Old/New Business**

Ms. Lee announced that the Aquatics Center would be discussed the following day at both the City Commission conference meeting and the evening meeting. She encouraged members to attend if they wanted to show support. She relayed the outcome of the last BRAB meeting and that Board's concerns, noting that nobody has really considered the economic impact of the project, such as room nights.

Hearing no further business, Chair Piedra adjourned the meeting at 2:25 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc. - 1st draft edits by Eileen Furedi]

Attachments:

PowerPoint on Huka Entertainment - A. J. Niland

Handout on Tortuga - A. J. Niland

Handout re: proposal for Holiday Lighting - Donald Morris

# 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: Gay Days Fort Lauderdale**

**(2) Location of Event: Host Hotel W Fort Lauderdale with events scattered around the beach at partner venues**

**(3) Date(s) of Event: Nov. 25 – Dec. 1, 2014**

**(4) Hours of Operation: 24/7**

**(5) Proposed Activities Planned:**

What started in Orlando twenty-four years ago as a simple visit to Walt Disney World's Magic Kingdom for the local community has become one of the top international GLBT vacation events with 170,000+ attending from around the world.

Gay Days is now bringing this event to Fort Lauderdale for a week of events, dance parties, shopping, comedy, films, dining, and beach & poolside events, plus everything else that has made Fort Lauderdale famous.

It begins with a popular Gay Days Kick-Off Party. Here we invite the eager Gay Days Fort Lauderdale participants to get the week-long event off to a great start. In 2014, the party will be held at one of Fort Lauderdale' famous establishments.

Numerous entertainment and social events will grace the Gay Days Fort Lauderdale calendar for this city-wide festival ensuring a something-for-everyone vacation experience. During the week, thousands will visit the Gay Expo, and thousands more will lounge at the Gay Days Host Hotel's pool parties. Meanwhile, the nights will be filled with great events, the funniest theater and comedy events - all held at the kind of incredible venues only Fort Lauderdale provides. No matter what they chose or where they go, Gay Days Fort Lauderdale attendees will find themselves surrounded by tens of thousands of other visitors just like themselves.

There's nothing like it anywhere else in the world.

Activities include: Business /Travel Expo, Pool Parties, Dining, Shopping, Club Parties, Tours, etc

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

Gay Days Fort Lauderdale 2014 is being marketed through all the Gay Days websites, eblasts, social networking as well as with partner magazines/websites/eblasts/social networking which includes Aspen Gay Ski Week/Colorado, GayBorHood/Atlanta, Instinct Magazine/National, GED/California, and Gay Days Arizona. Marketing also includes booths in 2014 at Gay Days Las Vegas/Sept., Atlanta Pride/Maui Pride, Phoenix Rainbow Festival/Oct., Palm Springs Pride/Nov., and Gay Days Fort Lauderdale 2015 will be marketed at New York GLBT Expo/March, Miami Pride/April, Phoenix Pride & Chicago Pride/May, Gay Days Orlando-LA Pride-Minneapolis Pride-DC Pride-St. Pete Pride/June, San Diego Pride/July, and Chicago Market Days/August 2015

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**(7) 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.**

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**(8) 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.**

As a sponsor of Gay Days Fort Lauderdale, the BID under the marketing initiative for MyFortLauderdaleBeach.com will receive the following benefits and visibility to the 20,000+ estimated guests in attendance

**Main Expo Presence as the Title Sponsor**

- EX. MyFortLauderdaleBeach.com Gay Days Vendor Expo
- Prominently placed pavilion (double booth) at Expo, including ID sign, pipe and drape, 4 folding chairs, wastebasket, two- 6' skirted table, and off-hours security.

**Website Exposure**

- BID and MyFTLB Logo on Footer of all Gay Days Fort Lauderdale web pages\* on GayDays.com

**National Print & Magazine Advertisement**

- 1 quarter-page 4-color ad in the Gay Days® Fort Lauderdale Magazine
- Sponsor thank-you page in the Gay Days® Fort Lauderdale Magazine

**Expo Bags & Welcome Bag Insertion**

- A coupon, post card or product sample inserted into complimentary Welcome/Expo bags. (Item supplied by sponsor, up to 5,000.

**Additional Exposure**

- BID and MyFTLB Logo on Back of Gay Days® Fort Lauderdale T-shirts
- BID and MyFTLB Logo Event banners and signage
- Social Media Posts on Facebook, Twitter, ECT
- Text Campaigns and E-blasts

**(9) 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.**

Gay Days Fort Lauderdale 2014 is already self-sustained by sponsorships, advertising, vendor sales, and hotel commissions.

**(10) Total Cost of Event:**

\$100,000.00

**(11) Revenue Sources (other than amount requested from BID):**

Event Sponsorships and Ticket Sales

Current signed sponsors include:

- Greater Fort Lauderdale CVB,



- Budweiser,
  - Hotspots Magazine,
  - Instinct Magazine,
  - More to be announced
- 

**(12) Amount Requested from BID: \$5,000.00**



Mr. James Ramey,

We're proud to have had Bud Light as a sponsor of Gay Days Orlando since 2002, and our Presenting Sponsor of Gay Days Orlando since 2006. In 2015, we would like to again earn that relationship.

Listed below are many of the branding benefits Bud Light received at Gay Days Orlando 2014. These numbers increase annually as Gay Days Orlando continues to rank as one of the top Global Gay Destination Events each year. In 2015, we will again be based at the 1,100 room Doubletree Resort with multiple events on property and around town.

Gay Days Orlando 2014 was our largest ever, with 180,000+ people attending this past June. Our Gay Days Orlando Expo 2014 had 20,000+ attend this year. We look forward to our continued alliance.

We will be starting our 2015 marketing push in early July 2014. We hope to earn your business again and offer Bud Light first right of refusal to be a Presenting Sponsor. We are offering our returning sponsors thirty days, or until July 12, 2014 to let us know their intentions for participating at Gay Days Orlando 2015 before we open sponsorships to others.

Thanks,  
Chris

Chris Alexander-Manley, President  
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## 2014 Annual Sponsorship Branding Exposure & Benefits Recap

<b>Web Banner bar and logo</b>	<p>GayDayS.com (GDS), Girls@GayDayS.com (GGDS), and GayDaysTravel.com (GDT) Millions of impressions of the Bud Light linked logo at top and bottom of each web page.</p> <p>GayOrlando.com (GO) Thousands of impressions and clicks of the Bud Light linked banner bar on rotation on GO web site.</p> <p>GayFlorida.com (GF) Thousands of impressions and clicks of the Bud Light linked banner bar on rotation on GF web site.</p>
<b>Print Logo and ads</b>	<p>Instinct magazine (7 ads) logo – 120,000 each issue Hotspots magazine (44 ads) logo - 30,000 each issue Latinoboyz magazine (6 ads) logo - 10,000 each issue Watermark newspaper (7 ads) - 20,000 each issue Gay Days magazine (annual issue/22,500 copies, multiple ads covering Bud Light     Ads- 2 full-page ads (one Bud Light male specific and one Bud Light female specific     1 half-page ad (Bud Light specific)     Logo- Sponsor thank-you page and cover of magazine     Calendar page- Bud Light Gay Days Evening Pool Party patron     Downloads- thousands as of this date     State-wide distribution – 10,000</p>
<b>Events Logo on event signage and Bud Light vinyl banners displayed</b>	<p><b>Gay Days</b></p> <ol style="list-style-type: none"> <li>1- Kick Off Party (Orlando, FL) signs</li> <li>2- Taste of Gay Days (Doubletree Resort , Orlando, FL) signs</li> <li>3- Gay Days Expo (Doubletree Resort , Orlando, FL) booth, signs and banner</li> <li>4- 18+ Expo (Doubletree Resort , Orlando, FL) signs</li> <li>5- Five Men's Daytime Pool Parties (Doubletree Resort , Orlando, FL) signs and banners</li> <li>6- Five Men's Evening Pool Parties (Doubletree Resort , Orlando, FL) signs and banners</li> <li>7- Six Girls at Gay Days Pool Parties (Doubletree Resort , Orlando, FL) signs and banners</li> <li>7- Men's Welcome Party (Doubletree Resort , Orlando, FL) signs and banners</li> <li>8- Women's Welcome Party (Doubletree Resort , Orlando, FL) signs and banners</li> <li>9- Six Bear Pool Parties (Doubletree Resort , Orlando, FL) signs and banners</li> <li>10- Auxiliary Expo (Doubletree Resort , Orlando, FL) signs and banners</li> <li>11- Welcome Center (Doubletree Resort , Orlando, FL) signs and banners</li> <li>12- Ticket Center (Doubletree Resort , Orlando, FL) signs and banners</li> <li>13- Auto Show (Doubletree Resort , Orlando, FL) signs and banners</li> </ol>
<b>Events</b>	<p><b>Other:</b> These are events we had booths leading up to Gay Days Orlando 2014 and gave out Gay Days materials with the Bud Light logo on them and the Gay Days magazine. Month of year, length of event, and attendance listed.</p> <ol style="list-style-type: none"> <li>1 – Seattle Pride – June, 1 day, 500,000+</li> <li>2 - St. Pete Pride – June, 1 day, 50,000+</li> <li>3 - San Diego Pride– July, 2 day, 150,000+</li> <li>4 - The Original New York GLBT Expo – March, 2 day, 20,000+</li> <li>5 – Las Vegas Pride – September 10,000</li> <li>6 - Key West Womenfest – September, 1 day, 50,000+</li> <li>7 - Atlanta Pride – October, 2 day, 250,000+</li> <li>8 - Orlando Come Out With Pride – October, 1 day, 50,000+</li> <li>9 - Hotspots Magazine Pre-Gay Days Parties (2) in Fort Lauderdale – May, 2 day, 1,000+</li> <li>10 - Aspen Gay Ski Week – January, 5 days, 5,000+</li> <li>11 – Phoenix Pride – April 2 days, 100,000+</li> <li>12 – LA Pride – June 2 days, 500,000+</li> </ol>



	13 – Capital Pride DC – June 1 day, 200,000+
<b>Emails</b>	Gay Days Informant and Girls at Gay Days Informant 300,000 + impressions of the Bud Light linked logo
<b>Billboards</b>	Bud Light logo on four Gay Days billboards around the central Florida area in April, May, and part of June
<b>Merchandise</b>	Bud Light logo on all GayDayS.com & GirlsAtGayDayS.com T-Shirts, and welcome bags