

DRAFT

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

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

MEMBERS	ATTENDANCE	SEPT 2014/AUG 2015	
		Present	Absent
Sheraton Fort Lauderdale Amaury Piedra, Chair Blake Crawford, Alternate	A	0	1
Greater FTL Chamber of Commerce Eduardo Fernandez	P	1	0
The Gallery at Beach Place Carmen Barbagelata	A	0	1
Marriott Courtyard <u>Bill Cunningham</u> Thomas Miller, Alternate	P	1	0
The "W" Hotel, Capri Hotel, LLC Mary Louise Fitzgibbon	P	1	0
Beach Redevelopment Adv. Board Ina Lee	P	1	0
Bahia Mar	A	0	1
Ritz Carlton Hotel <u>Greg Cook</u> John Cashion, Alternate	P	1	0
Marriott Beach Place Towers Jill Munas Jackie Foster, Alternate	A	0	1

Staff

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

Presenters and Guests

Arianne Glassman – rAv Communications

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.

Acting Chair Fernandez called the meeting to order at 3:40 p.m., since Chair Piedra was not present. Roll was called, and it was noted a quorum was present.

II. Approval of Minutes – August 18, 2014

Motion made by Ms. Lee, seconded by Ms. Fitzgibbon, to approve the minutes of the August 18, 2014, meeting as presented. In a voice vote, the motion passed unanimously.

III. Gay Days Funding Request (\$5,000) – Arianne Glassman, President, rAv Communications

Ms. Glassman extended appreciation on behalf of Christopher Manley, who was out of town, for allowing the presentation.

Ms. Glassman referred to the sponsorship request, which was provided to Committee members. She provided a short history of Gay Days, noting it started 24 years ago and is now one of the top three gay events nationwide. In Orlando this year, they had 110,000 booked rooms for the event. She said they have an active website and attract visitors worldwide. The Fort Lauderdale event is scheduled for November 25 – December 1, 2014. Ms. Glassman mentioned that the “W” hotel is the host, and there are three co-host hotels: Sheraton Fort Lauderdale Beach, Courtyard by Marriott, and Bahia Mar.

Ms. Glassman said that the goal for asking for BID sponsorship was to promote all the businesses and all the hotels that are part of the BID. She said there are benefits/opportunities with the sponsorship:

- Marketing plan (listed in the proposal)
- Website email blasts
- Social networking through website, magazines
- Exposure at events leading up to Fort Lauderdale event
- BID would be marketed for a full year under myfortlauderdalebeach.com
- Additional 20,000 individuals staying around Fort Lauderdale beach area
- Give BID businesses greater exposure to guests

Ms. Glassman reviewed additional benefits for all members currently listed on myfortlauderdalebeach.com:

- Ability to add a “deal” advertised on the website and link at gaydays.com and gayflorida.com, such as a Thanksgiving Day package
 - Gay Days would make it an official event ticket
 - Free exposure to all BID zone members
 - Online ticket sales less credit card fee and 10% for marketing
 - Packages can be created along hotels, bars, retail shops, attractions, spas
- BID would be the main EXPO Presenting Sponsor
 - Vendor Expo
 - Myfortlauderdalebeach.com Vendor Expo would be the name
 - Advertisement as sponsor
 - Will be at W Hotel
- Website exposure
 - On the footer of Gay Days Fort Lauderdale websites on all main pages
- Other exposure
 - On Expo bags and welcome bags
 - Individual businesses can also create their own piece if they wish
 - Myfortlauderdalebeach.com on back of official tee-shirt

Ms. Glassman stated that the goal for Gay Days Fort Lauderdale is for people to see that Fort Lauderdale Beach is a gay-friendly destination.

Ms. Glassman directed the members of the Committee to their packet, which included more detailed information on Budweiser’s sponsorship.

Ms. Lee thought it was a great opportunity considering the billion-dollar market, and the event has a good track record. She also mentioned that Thanksgiving week will have lots of activities such as the Turkey Trot that will make it an even more attractive venue.

Ms. Glassman stated that Christopher Manley is the President/CEO of Gay Days, a for-profit organization. Mr. Cunningham was curious if it was intended to be an annual event. Ms. Glassman answered affirmatively, adding that they are looking to grow the event. She said the event is professionally run, with no problems. Ms. Glassman expressed her pleasure that Fort Lauderdale was chosen over other nearby communities.

Mr. Cook felt it was a low ask with a lot of benefit.

Ms. Fitzgibbon said they researched it well and felt the event matched their luxury positioning for the market. Mr. Morris advised Ms. Fitzgibbon to abstain from voting so there would not be any conflict of interest. He added he believed that they do not have to take the request to the City Commission because of the low amount of money involved, though he would have to check.

Acting Chair Fernandez brought up that they are already self-funded; Ms. Glassman advised they have not yet reached their goal of \$100,000 (the cost).

By consensus, with Ms. Fitzgibbon abstaining, the Committee agreed they are in favor of moving ahead with the sponsorship. They said that marketing for a year for \$5,000 was a good deal.

Ms. Lee thought they should designate some name for the weekend; Ms. Glassman suggested "TGIF" - Thanksgiving in Fort Lauderdale.

IV. BID Manager Update – Dan Barnett, Wizard Entertainment

Mr. Morris commented that they had appointed Chair Piedra to represent the BID with Huka Entertainment, but because of that, every meeting with Huka had to be a public meeting. Mr. Morris said that instead Mr. Barnett led the negotiations with Huka.

Mr. Barnett reported Huka is not looking for funding, but they are looking for partnership in the local market place. In particular, they are looking for sponsorship for the first three years to help them launch a second event. He also felt that Huka did not want any financial accountability back to the BID as a sponsor, because it is public and they have competition.

Mr. Barnett suggested a \$300,000 cash-in sponsorship and receive that back if it broke even, \$270,000 back if it lost 10%, or \$330,000 back if it made 10%. Huka countered that they wanted a sponsorship at a lower amount that would work for the BID and could get the second event off the ground.

Mr. Barnett said he would want to make sure that it would really activate business at the beach within the sponsorship. He said they talked a lot about marketing. Mr. Barnett advised there is another piece – the ticket surcharge. He said the event ticket will be over \$100 for the projected show, and he thought the City could have a \$3 surcharge which would then come back to the BID to help recoup some money.

Mr. Barnett said that Huka asked for \$500,000 for Year One, \$350,000 for Year Two, and \$250,000 for Year Three, for a total of \$1.1 million. He stated that the ticket surcharge would not approach recouping that amount of money. If they had 15,000 attendees the first year, that would mean \$45,000 back to the BID; 25,000 people the second year would be \$75,000; 35,000 the third year would be \$105,000. All told, the BID would recoup \$225,000 out of \$1.1 million expended. Acting Chair Fernandez pointed out this would have nothing to do with Tortuga.

Mr. Barnett wondered if they could continue the surcharge after the third year until they totally recouped their cost, or never stop. Alternatively, he thought maybe they could bring down the sponsorship costs annually to something like \$300,000/\$200,000/\$200,000 for a total investment of \$700,000 with the ticket surcharge.

Mr. Barnett said they need to make sure the event is a headliner event (\$4 to \$5 million), not a smaller act. He added the concert events/festivals are so popular that the events build a brand without even announcing the acts. Mr. Barnett reiterated that he had never seen a production like the last Tortuga. He said they really know how to build a brand not only to the community, but to the band management.

Mr. Morris thought that after reviewing the video of the Joint City Commission / BID Workshop that the City Commission would probably be comfortable with the festival as long as the impact to the beach and residents was mitigated as much as possible.

Acting Chair Fernandez wondered why they would not consider putting a surcharge on Tortuga. Mr. Barnett said Huka has a current contract with Parks and Recreation. Mr. Morris said that when that contract comes up for renewal, they could discuss having a surcharge on the Tortuga tickets.

Acting Chair Fernandez brought up the large amount of money they want, and Mr. Morris added that the BID's revenue per year is between \$600,000 and \$700,000. It was noted that if nothing was coming back, then they could not do anything else. Mr. Morris said it would be up to the City Commission if they could levy a surcharge that would stay with the BID. He suggested that the money should be reinvested in the programs and initiatives that the BID wants to do.

Mr. Morris added that the concert itself would pay for all the City services. Ms. Lee wondered if the monies contributed by the BID would be helping to pay for the City services. Mr. Barnett said it would just go into their income and help pay their expenses, which would include talent and production.

Mr. Barnett commented that Huka is hoping for the BID's support - they want to be "the" company connected to beach businesses, and want to grow.

Mr. Morris asked if Mr. Barnett could check on the contract with Parks and Recreation and see if there is a possibility to have the surcharge on Tortuga.

Mr. Morris preferred the second scenario, as it would leave the BID with enough money to do other things. He also liked the idea of a three-year commitment over a five-year commitment. Ms. Lee liked the idea of being able to continue a revenue stream over time. Discussion ensued about the pros and cons of the project.

Mr. Barnett said the \$3 surcharge seems to be allright with Huka, so the next step is to decide on the amount of the funding per year. He said he will ask Parks and Recreation if they can do the surcharge with Tortuga also.

Mr. Barnett will go back to Huka with a funding offer of \$300,000/\$200,000/\$200,000. Discussion followed about the exact amounts, with the suggestion that they start with a

larger amount, and the caution that they might only have one year of the event. Mr. Barnett will continue negotiations with them.

Ms. Lee wished to see documentation from Huka on the hotel numbers. She also pointed out that there was nothing on the Tortuga stage that said "Fort Lauderdale." Mr. Barnett will follow up on that.

Mr. Barnett explained the background of Huka – they are an independent creative production company based in New Orleans. He said they have venture capital money behind them with internal funding coming to them. Mr. Barnett said the BID should focus on getting the second event, and push myfortlauderdalebeach.com visibility. He mentioned they had talked about bringing in Dave Matthews Band. If it is someone else, it would be a comparable act.

Mr. Barnett reiterated that he will try to counter with them that the

- BID wants to be a supportive partner with myfortlauderdalebeach.com as the brand
- \$300,000/ \$200,000/\$200,000 investment for a total of \$700,000
- City surcharge to extend until money is recouped
- He will talk to Parks and Recreation regarding having a surcharge on Tortuga now or upon renewal (\$3)

Seth Platt, from LSN Partners, representing Boucher Brothers Beach Management, mentioned that they have a conflict with Huka Entertainment Productions on the beach: they are concerned about the extension of the concert as it impacts Boucher's contract with the City. He said they have to pay their monthly fee, and they would lose potential revenue from their busiest section of the beach. Mr. Platt claimed there had been "very little coordination" between the City and the vendor. He said they rent beach chairs, umbrellas, and beverages on the beach (as part of the chair rental).

Mr. Morris stated they need to check that contract because, as he understood it, all beach contracts have a clause in them for special events. Mr. Platt pointed out that their business is impacted before, during, and after events; he hoped there would be some way to resolve it with the concert vendor. Mr. Cook asked for information on their revenue during concerts versus normal days.

Mr. Morris reviewed a handout about the Food and Beverage Service. He emphasized that the goal is quality service:

- Have a license fee to use the public beach
- Proposal for \$1 surcharge for every purchase, collected on quarterly basis
- Applicants must be properly licensed by applicable regulatory agencies for delivery of food
- Proper uniforms required
- Delivery times not to exceed 45 minutes

- Will not use vehicles in delivery
 - 500-foot radius requirement
 - Whole beach to be one zone
 - Tie 500-foot radius to lifeguard stands initially
- Hours of service tied to lifeguard hours
- Use recyclable containers
- Responsible for cleanup and containers

Mr. Morris stated that Mr. Barnett will be contacting businesses on the beach to gauge interest.

Mr. Morris pointed out an example of a sign to be placed on lifeguard stands that will have a QR code that will list the hotels/restaurants that can serve to that location. They will try to tie it to the Lauderserv app that will connect straight to the closest service with menus, etc.

Mr. Morris said the item will go to the City Commission on September 16, 2014, with the first reading of the ordinance, hopefully on October 7, 2014, and the second reading later in October. He added that all members and alternates of the BID and their properties will have to get a waiver of conflict of interest.

Mr. Morris foresaw a delay between when the program starts and the time the signs are up on the lifeguard stands; he thought the program might start in November. He clarified that the roll-out of the program was not contingent on having the app up and running. Restaurants could inform their patrons of the service in the meantime, but there will not be people walking around with flyers on the beach.

Mr. Morris commented that the BID members who have a contract with Boucher Brothers to provide specific services will have to negotiate with them.

Mr. Morris stated that the design is complete for the box wraps, but issues were raised by the Legal Department regarding off-premise signage. There is an off-premise sign ordinance in the City along with a settlement agreement with billboard companies, which could potentially cause complications. Mr. Morris said discussions are underway to resolve the problem, noting that he sees the wraps as decorative wraps with location maps.

V. Communications to the City Commission - none

VI. Old/New Business

Ms. Lee confirmed that members received an email update about the Aquatics Center. Mr. Morris added that staff has been directed to discuss some logistical changes and return to the City Commission with a revised proposal. He added that the CRA

Beach Business Improvement District Advisory Committee

September 8, 2014

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recommended \$25 million, and additional costs will have to be borne by the CRA. That number is not known, but may impact other CRA projects.

Hearing no further business, the meeting was adjourned at 4:50 p.m.

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

Attachments:

Handout regarding Food & Beverage Service – Donald Morris

Email update on the Aquatics Center – Ina Lee

DRAFT

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

**8TH FLOOR CONFERENCE ROOM
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA 33301
OCTOBER 13, 2014, 3:30 P.M.**

MEMBERS	ATTENDANCE	SEPT 2014/AUG 2015	
		Present	Absent
Westin Beach Resort, Fort Lauderdale Amaury Piedra, Chair Blake Crawford, Alternate	A	0	2
Greater FTL Chamber of Commerce Eduardo Fernandez	P	2	0
The Gallery at Beach Place <u>Kenyata Allain</u> Carmen Barbagelata, Alternate	P	1	1
Marriott Courtyard Bill Cunningham Thomas Miller, Alternate	A	1	1
The "W" Hotel, Capri Hotel, LLC Marylouise Fitzgibbon Michel Notten, Alternate	A	1	1
Beach Redevelopment Adv. Board Ina Lee	P	2	0
Bahia Mar Patrick Reece John Hopwood, Alternate	A	0	2
Ritz Carlton Hotel <u>Greg Cook</u> Monique Soriano, Alternate	P	2	0
Marriott Beach Place Towers Jill Munas Jackie Foster, Alternate	A	0	2

Staff

Don Morris, Economic and Community Reinvestment Administrator

Dan Barnett, Wizard Entertainment, BID Manager

Eileen Furedi, Clerk II

Presenters and Guests

None.

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.

Roll was called at 3:40 p.m., and it was noted there was no quorum.

II. Approval of Minutes – September 8, 2014 – not addressed

III. Update on Food & Beverage Service – Don Morris, Economic & Community Reinvestment Administrator

Mr. Morris reported that the City Commission approved the matter to move forward. The first reading of the ordinance will occur October 21, 2014; the second reading will be two weeks later.

The City Commission will also need to approve a waiver of conflict of interest for all BID members (except Ms. Lee). There will be a public meeting on November 19 or 20, 2014, hosted by the Westin to inform all eligible participants of the program and application process.

Mr. Morris continued there was a concern regarding cleanup. If there is a financial impact from the program regarding cleanup, the fees will be adjusted the next year. He explained that the Parks and Recreation Department has an event clean-up contractor, and the Department has been asked to add that alternate into their bid specifications (for the first year) to do a two-hour cleaning 365 days per year within a specified hourly time frame. Adjustments could be made later if necessary.

Mr. Morris elaborated that it would have been easier to track who is not cleaning up after their customers if they had individual zones. The proposed plan will address potential litter on the beach for the first year, with an evaluation performed at the end of the year.

Mr. Morris said another issue was that Parks and Recreation stops their cleanup at 1:30 p.m., while the food and beverage service will continue into the early night-time hours.

Comments made on the issue were as follows:

- Costly for a company to do a two-hour cleanup (usually have to pay workers a minimum of four hours)
- Might increase the cost for the participants
- Beach gets dirty later in the day anyway
- Restaurant/tourists who do not emphasize customer service will be the greatest threat to cleanliness
- Parks and Recreation Department will not submit a bid (would be considered overtime hours with benefits)
- Could be penalties for people who do not clean up their area
- The trash picked up will be monitored for its relationship to the program (cigarette butts, for example, would not be considered as coming from the program)
- Trash will overlap from one area to another
- Priority was to get the program launched and then tweak it
 - Will the BID cover the resources needed for the first year?
- Food containers have to be recyclable
 - There will be a recommended container but participants can use a different one as long as it is recyclable
 - Logos must be visible on the containers (probably use stickers)
- Every lifeguard stand will have a corresponding landing page on the website for the menu (or people can use a QR code)
- Promotion for the program will be at the lifeguard stands or the establishments themselves
- Businesses will work out where the customer is on the beach (call the customer when they are coming)
 - Server will be in uniform
- The website destination with the menus will be available specific to each lifeguard stand
- Each service provider will decide how they get the order, get the payment, and get the food to the person
- If enough people are ordering, eventually the City may develop an app for ordering (it is expensive)
- Attrition is expected among service providers

IV. BID Manager Update – Dan Barnett, Wizard Entertainment

Mr. Barnett mentioned that the contract with rAv Communications for the website has been extended. They are preparing a sample landing page menu for the November 19/20 meeting.

Mr. Barnett said the traffic box wraps are waiting on final approval on October 21, 2014 – they will then be installed.

Mr. Barnett reported on the Xtreme Top Box event that was held on the beach, noting it was very impressive.

- **Concert Negotiations**

Mr. Barnett held talks with Huka Productions and said they are very excited about working with the BID. He said the BID was not able to have the surcharge for Tortuga, but they were able to get a \$2.00 surcharge per ticket sold in perpetuity for the other proposed event.

If they have a big marquee name (such as Paul McCartney), Huka Productions said they may have a single concert, not a two-day festival event.

Mr. Barnett said that by the next BID meeting, a clear written understanding of the agreement is needed as well as a detailed sponsorship proposal that spells out what the BID would be getting in exchange for their investment. The document should be available for Committee members to review by the Wednesday preceding the meeting.

Comments on the concert were as follows:

- This event will be the weekend after or before Tortuga, regardless of the entertainer
- If it is a one-day event, locals may dominate the attendance as opposed to out-of-town visitors
- One-day concert is an easier business model for the producer

Mr. Barnett said he can prepare a draft document for the BID to use as a basis for the proposal.

Mr. Barnett said he has requested the hotel stays documentation from Huka (twice), but has not yet received it – it may be due to staff turnover. Ms. Lee stated they need to see that information. Mr. Morris advised they should put the information in their sponsorship application form.

V. BID Manager Evaluation Board – not addressed

VI. Communications to the City Commission - none

VII. Old/New Business

Ms. Lee reported she received a phone call from A. J. Yaari who said that they (the restaurants) had the “worst summer in years” because there was no Saturday Night Alive.

Ms. Lee also reported that the Thanksgiving weekend events are progressing nicely and the holiday season (Thanksgiving and the first two weeks of December) can be

marketed in a package. She said the Beach Council would be discussing that at their meeting on October 17, 2014. Ms. Lee suggested the hotels make gingerbread sandcastles instead of gingerbread houses.

- **Reminder of Holiday Lighting Ceremony
November 25, 2014 / 6:30 PM**

Mr. Morris reminded the Committee of the ceremony, hoping that members of the BID would be represented.

- **Rescheduling the November 10, 2014, BID Meeting**

Mr. Morris announced he will be out of town, and the meeting will be rescheduled.

Mr. Morris continued they are trying to get a large turnout at City Commission meetings when projects are presented so they can get input. He said the Beach Redevelopment Advisory Board will have a joint meeting with the City Commission on October 27, 2014, and he encouraged all to attend. Ms. Lee reiterated how important it is for the hotels to be represented.

Mr. Morris reviewed the progress and features of the Central Beach Master Plan, which will be discussed in detail at the upcoming joint meeting on October 27, 2014. Discussion ensued about some of the features, such as parking structures.

Hearing no further business, the meeting was adjourned at 4:43 p.m.

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

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:

TBD

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

Fort Lauderdale Beach Park adjacent to The Sheraton

(3) Date(s) of Event:

April 18-19, 2015 (Tent)

April 8-10 or April 15-17, 2016 (Alternate)

(4) Hours of Operation:

11AM – 9:30PM Daily

(6) Proposed Activities Planned:

Contemporary/Rock Music festival, conservation village/education.

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

A new ANNUAL brand will be created by Huka Entertainment's marketing team that will quickly become identifiable with this event and its amazing location and amenities on and near Fort Lauderdale Beach. Once the brand name is determined, assets, including a logo, website, Facebook and other social networks, and print and radio ads will be created with promotional efforts driving awareness for and interest in the festival around the date announcement, ticket on sales, artist announcements and other key milestones along the way. Building a database of fans and prospective customers will be key to developing/maintaining relationships with these folks so we can convert prospects into ticket buyers and ticket buyers into loyalists. These community building efforts will start in advance of the event and continue throughout the year. Initial promotional efforts will be focused locally with key drive and fly markets strategically introduced thereafter. This event will take place either the weekend before or after 2015 Rock The Ocean's Tortuga Music Festival so that we can realize economies of scale that will benefit both events. Savings on production, marketing, and site operations (fencing, porta potties, etc.)

will be realized immediately and should make this new event profitable sooner as a result.

(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.

A preliminary economic impact report conducted by the firm Scott Ray & Associates shows that 2014 Rock The Ocean's Tortuga Music Festival generated \$27.5 million with \$6.6 million in local wages and over \$1 million in taxes primarily by visitors spending money outside of the festival in the City of Fort Lauderdale. There were nearly 10,000 out of town visitors along with 9,000 locals spending money at the 2014 festival with an expected growth of 25%-30% in 2015. Adding a second weekend for this new event in 2015 should bring in year one an estimated 10,000 fans and \$15 million in additional revenue to the city including \$3.5 million in local wages, and \$600,000 in state and local taxes. This money will be spread across categories including festival production (\$2.5 million est.), hotels (\$2 million est.), food/beverage (\$3 million est.), entertainment (\$2 million est.), retail (\$4.5 million est.) and transportation (\$1 million est.). Upon completion of this new festival in 2015, an economic impact report will be completed and distributed to the BID Committee for review. It can be expected to see year two of this new event having an economic impact similar to that of 2015 Tortuga (\$27.5 million) with year three generating nearly \$35 million for the City of Fort Lauderdale and its businesses.

(9) Explain in detail how the proposed event will aid in the BID's efforts to identify or brand the beach as a world-class destination. Attach a narrative if necessary.

Marketing and branding efforts will focus on the new festival's location – the beautiful sand of Fort Lauderdale Beach. Huka continues to promote the benefits of the beach and its surrounding businesses for Tortuga and would use this strategy as an anchor for the new event as well. The beach is a key differentiator from other festivals in helping attract visitors from across the U.S. and beyond.

(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.

Huka Entertainment has more than a decade experience promoting world-class events in the U.S. and Canada. Music festivals typically lose money in its first two to three years before becoming profitable and sustainable thereafter. We have

experienced this first hand, as both of the festivals we have been a part of that are at least three years old are profitable with improved Net Income as the years progress. It can be expected that the BID event sponsorship will be required during this growth period until the event is self-sustaining.

(11) Total Cost of Event:

Expected budget for this event is \$5.0 million.

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

Revenue is expected from ticket sales, brand sponsorships, concessions, shuttle operations and merchandise sales.

(13) Amount Requested from BID:

Huka Entertainment is requesting \$300,000 for the first event and \$150,000 a year for years two and three. In exchange for \$2.00 BID surcharge for each full fare event ticket sold, for the length of the term. The BID will also receive partner status and receive sponsor rights detailed by the attached.

FUNDING:

- (1) Payments from the BID are made as per the guidelines set forth by the City of Fort Lauderdale.**
- (2) All invoices must include paid expenses to date and will be paid within 30-45 days of invoice date.**
- (3) Upon approval by the BID a request will be sent to the City of Fort Lauderdale City Commission for final approval. Once approved by the City Commission, a requisition will be provided to the event promoter followed by a Purchase Order.**
- (4) Event Promoter will provide the BID with a post event financial overview within 60 days of the event to justify the funding.**



Festival Partner Proposal



Fort Lauderdale Music Festival



Fort Lauderdale Music Festival

