

**CITY OF FORT LAUDERDALE
CENTRAL CITY REDEVELOPMENT ADISORY BOARD (CCRAB)
REGULAR **HYBRID** MEETING**

WEDNESDAY – OCTOBER 6, 2021

3:30 P.M.

**CITY HALL – 8TH FLOOR CHAMBER ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301**

- | | |
|---|---|
| I. The Pledge of Allegiance | Luis Castillo-Olivera
CCRAB Chair |
| II. Call to Order & Determination of Quorum | Luis Castillo-Olivera
CCRAB Chair |
| III. Approval of Minutes <ul style="list-style-type: none">• Regular Meeting September 1, 2021 | Luis Castillo-Olivera
CCRAB Chair |
| IV. 13 th Street Craft Beer & Wine Festival and Car Show
Event Funding Application \$20,000
Recommendation | Abby Laughlin
Vice President
Central City
Alliance |
| V. Program and Project Status Update <ul style="list-style-type: none">• Rezoning Project• NE 4th Avenue Streetscape Project• Incentive Programs | Cija Omengebar
CRA Planner |
| VI. Communication to City Commission | Luis Castillo-Olivera |
| VII. Old/New Business | Cija Omengebar |
| VIII. Adjournment | Luis Castillo-Olivera
CCRAB Chair |

THE NEXT CCRAB REGULAR MEETING WILL BE HELD ON WEDNESDAY – NOVEMBER 3, 2021

HYBRID MEETING ALLOWS FOR VIRUTAL PARTICIPATION; MUST BE REGISTER ONLINE TO PARTICIPATE:

<https://www.fortlauderdale.gov/departments/city-clerk-s-office/advisory-boards-and-committees-agendas-and-minutes/central-city-redevelopment-advisory-board>

Purpose: To review the Plan for the Central City CRA and recommend changes; make recommendations regarding the exercise of the City Commission's powers as a community redevelopment agency in order to implement the Plan and carry out and effectuate the purposes and provisions of Community redevelopment Act in the Central City Redevelopment CRA; receive input from members of the public interested in redevelopment of the Central City Redevelopment CRA and to report such information to the City Commission sitting as the Community Redevelopment Agency.

Note: Two or more Fort Lauderdale City Commissioners or Members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

Note: If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need a record of the proceedings and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Anyone needing auxiliary services to assist in participation at the meeting should contact the City Clerk at (954) 828-5002, two days prior to the meeting.

Note: Advisory Board members are required to disclose any conflict of interest that may exist with any agenda item prior to the item being discussed.

Note: If you desire auxiliary services to assist in viewing or hearing the meeting or reading agendas or minutes for the meetings, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services.

I. The Pledge of Allegiance

**Luis Castillo-Olivera
CCRAB Chair**

THE PLEDGE OF ALLEGIANCE

"I pledge allegiance to the flag of the United States of America,
and to the republic for which it stands, one nation under God,
indivisible,
with liberty and justice for all."

**II. Call to Order & Determination of Quorum Luis Castillo-Olivera
CCRAB Chair**

- III. Approval of Minutes**
- **Regular Meeting September 1, 2021**

Luis Castillo-Olivera
CCRAB Chair



CITY OF FORT LAUDERDALE

DRAFT
MEETING MINUTES
CITY OF FORT LAUDERDALE
CENTRAL CITY REDEVELOPMENT ADVISORY BOARD
REGULAR HYBRID MEETING
VIRTUAL/IN PERSON
WEDNESDAY, SEPTEMBER 1, 2021 – 3:30 PM
CITY HALL -COMMISSION CHAMBER -1ST FLOOR
FORT LAUDERDALE, FL 33301

Board Members	Present/Absent	Cumulative Attendance	
		September 2021-August 2022	
		Present	Absent
Luis Castillo-Olivera, Chair	P	1	0
Ray Thrower, Vice Chair	P	1	0
Robert Ayen	P	1	0
Adam Gellar	P	1	0
Charlene Gunn	P	1	0
Shane Jordan	P	1	0
Dennis Ulmer	P	1	0
Moshe Yehoshoua	P	1	0

At this time, there are 8 appointed members to the Board; therefore, 5 constitute a quorum.

Staff:

Cija Omengabar, CRA Planner/Liaison
Clarence Woods, CRA Manager
Lisa Tayar, Prototype Inc.

I. Call to Order & Determination of Quorum

Chair Castillo-Olivera called the meeting to order at 3:30 p.m. Roll was called, and it was noted that a quorum was present.

II. Nomination and Selection – Chair and Vice Chair

Mr. Castillo-Olivera nominated himself for Chair, seconded by Mr. Gellar. In a voice vote, **motion** passed unanimously.

Chair Castillo-Olivera nominated Mr. Thrower for Vice Chair, seconded by Ms. Gunn. In a voice vote, **motion** passed unanimously.

III. Approval of Minutes

- Regular Meeting July 7, 2021
- Special Meeting July 13, 2021
- Special Meeting August 12, 2021

Motion made by Mr. Thrower, seconded by Ms. Gunn, to approve all minutes as presented. In a voice vote, motion passed unanimously.

IV. Program and Project Status Update

- Rezoning Project

Ms. Omengebar had provided Board members with a memo describing the status. After the City Commission discussed it, she would update the Board.

Later in the meeting, Ms. Omengebar informed Mr. Thrower that the City Commission would discuss the memo when functioning as the City's CRA Board. She did not have the date yet. The \$74,000 for the land use plan amendment would come from Central City CRA funds.

- NE 4th Avenue Streetscape Project

Ms. Omengebar reported they were still working through the revisions from the last meeting. The Board should hold a special meeting to discuss options for the crosswalks and lights.

- Incentive Programs

Ms. Omengebar said there had been no recent application activity.

Chair Castillo-Olivera said he had been asked if there was a way to distribute smaller amounts of money for smaller projects. Applicants had remarked to him that the applications were difficult to complete. He noted that some businesses, specifically on Sunrise Boulevard, were renters and needed funds for improvements such as planting trees, installing lighting. Mr. Woods explained that they had several established incentive programs for improving real estate in the redevelopment area. There was also a program in the Northwest Progresso/Flagler Heights CRA that provided small loans and grants to improve properties' landscaping and painting. Staff could look at bringing this type of program to Central City. Chair Castillo-Olivera said he was talking specifically about Sunrise business owners who were renting. Mr. Woods said the City had a program for commercial façade/landscaping improvements. Staff would help applicants through the process if they needed help. Ms. Omengebar asked Chair Castillo-Olivera to have applicants contact her to help with the applications.

Ms. Omengebar explained that the commercial property owner's and the business owner's names were both on a mortgage or subordinate mortgage for the public funding.

V. Communication to City Commission

None

VI. Old/New Business

1) Code Enforcement Data Chart

The Board had received the data in their backup.

2) Pledge of Allegiance

Mr. Ulmer had asked to start each meeting with the Pledge of Allegiance.

Motion made by Mr. Ulmer, seconded by Mr. Thrower, to have the Board recite the Pledge of Allegiance at the start of their meetings. In a roll call vote, motion passed 6-1 with Ms. Gunn opposed.

3) October Agenda Items Recommendation

1. 13th Street Craft Beer Wine and Car Show

Ms. Omengabar said the show would be requesting the same contribution. The Board would also consider paying for holiday lights, and could also discuss programs to assist commercial properties.

Marie McGinley stated a private citizen who owned property on 13th Steet paid for holiday lights for the lampposts on 13th Street between NE 4th and the railroad tracks. This was a request for lights and garland for Sunrise Boulevard. The lampposts had electricity, so she assumed the City would pay for the electricity.

Ms. McGinley announced the car show would be on December 4.

Mr. Thrower wanted to continue consideration of spending their funds. He noted the lack of sidewalks in the high pedestrian area near Miami Subs. He wanted to consider sidewalks and lighting in the Central CRA. Ms. Omengabar said staff would create a list of opportunities for the Board to consider.

VII. Adjournment

Motion to adjourn the meeting was duly made and seconded. There being no further business, the meeting was adjourned at 4:10 p.m.

[Minutes written by J. Opperlee, Prototype, Inc.]

**IV. 13th Street Craft Beer & Wine Festival and Car Show
Event Funding Application \$20,000
Recommendation**

**Presenter: Abby Laughlin
Vice President
Central City Alliance**

- 1) Event Funding Application**
- 2) Business Plan**
- 3) PowerPoint Presentation**



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

INSTRUCTION:

FILL IN ANSWERS TO QUESTIONS 1 THROUGH 12.

1. NAME OF EVENT:

13th Street Craft Beer Wine and Exotic Car show.

2. LEGAL NAME OF APPLICANT (LAST NAME, FIRST NAME):

Curtis, Barry

3. IF COMPANY, ORGANIZATION, OR ASSOCIATION IS PRODUCING THE EVENT, PROVIDE THE NAME AS LISTED IN SUNBIZ.ORG AND PROVIDE NAME AND POSITION OF INDIVIDUAL, AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY.

Central City Alliance, Inc.
Barry Curtis, President

4. LOCATION OF EVENT (PROVIDE DESCRIPTION & LOCATION MAP SEPARATELY):

NE 13th Street, Fort Lauderdale FL 33304
(East side of NE 5th Terrace to West side of NE 8th Avenue)

5. TOTAL COST:

\$37,000 - \$45,000

6. DOLLAR VALUE AMOUNT BEING REQUESTED (INDICATE WHAT FUNDS WILL BE USED FOR):

\$20,000 will be used for marketing, and bring awareness about the Central City Business Corridor and neighborhoods. Marketing will be in the form of Digital Media, Radio and outdoor signage. . These funds will also be used for infrastructure costs, permitting and entertainment enhancement.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

7. LIST OTHER REVENUE SOURCES:

(IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, STATUS OF REQUESTED FUNDS. ATTACH A NARRATIVE IF NECESSARY.)

Sponsorships include local businesses. Partial list of sponsors include: Studio City Inc. Merrill Lynch, Geico Ford, Native Realty. \$15,000. Ticket Sales anticipated at: \$25,000 to \$35,000.

8. PROPOSED ACTIVITIES *(ATTACH A NARRATIVE IF NECESSARY):*

This year festival will mirror last years festival with the following three blocks of closed streets in the hip, revitalized 13th Street corridor. DJ, Live Entertainment(music, dancers) on stage. Demonstrations, local pet rescues, Exotic Car show, 50+ vendors, 15 Breweries. Ample free parking.

9. PROJECTED ATTENDANCE:

2,000-2,500

10. COST TO ATTENDEES:

General Admission and car show is FREE. Purchase a wristband for craft Beer and Wine Sampling. \$35 in Sept, \$40 in October. \$45 day of event. VIP \$85

11. DATE(S) OF THE EVENT:

December 4th 2021

12. HOURS OF OPERATION:

4:00PM to 8:00PM with ample time for set up and clean up on either end.



CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY

CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM

QUESTION (13 – 17). ATTACH A SEPARATE NARRATIVE IF NECESSARY.

- 13. CRA 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.**

As a community driven organization, it will always be the goal of the Central City Alliance to donate a large portion of net proceeds from the festival to a local non profit. In addition, the CCA will always strive to have free general admission at the festival to benefit the larger Broward County Community. The CCA will always seek outside funding sources to produce a high quality event while providing a maximum donation to a local non-profit organization. We are optimistic that continued collaboration efforts in marketing, media and sponsorships will help to obtain strong ticket sales. Business plan attached.

- 14. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED/ADVERTISED.**

Similar to last year, the Central City Alliance will utilize digital marketing and social media to promote its Festival. This year we would like to include radio advertising. Digital Marketing and social media drives Festival attendance and general “buzz”. Specifically, Event Brite, GOapp and Groupon were utilized to target a wider audience, creating well over 12,000+ page views through event discovery and direct traffic. We will also use a marketing and promotions specialist to have a more dedicated, through platform to attract more visitors.



CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY

CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM

15. EXPLAIN HOW THE PROPOSED EVENT IMPROVES THE IMAGE AND PROFILE OF THE CENTRAL CITY CRA?

The redevelopment of 13th Street and the mission of the Central City CRA are well aligned. With an emphasis on community building, public improvements and business development initiatives, the partnership between the CCA's 13th Street Festival and the Central City CRA is seamless.

Specifically, the Festival will be an opportunity to showcase the renovations that can be directly attributed to the CRA. Attendees, potential investors, neighbors, shoppers and other populations will see first hand how desirable it is to invest in the Central City CRA. The CRA, as our major sponsor will have their name on the stage as a presenting sponsor. CRA name on step and repeat banner, logo shown on all printed and social media. A tent area will be reserved for the CRA so that promotional materials about the Non-residential incentive program can be explained and advertised. Promotional materials can be included in the VIP "swag bag". Any photographs and videos highlighting the area can be used and distributed by the Central City CRA.

16. DISCUSS IN DETAIL THE POSITIVE IMPACT(S) THE PROPOSED EVENT WILL HAVE FOR THE CENTRAL CITY REDEVELOPMENT AREA AND HOW IMPACT(S) WILL BE MEASURED AND REPORTED TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB) UPON COMPLETION OF THE EVENT.

The positive impact that the proposed event will have for the Central City Redevelopment area will be an increase in sense of community and awareness for local businesses. Success will be measured by attendance and profitability that can be put back into the community in the form of grants and street improvements. Reporting to the CCRAB will be in the form of a post event meeting where by the Central City Alliance share the metrics and success of the event.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

CENTRAL CITY REDEVELOPMENT AREA EVENT FUNDING TERMS

17. DESCRIBE HOW THE CENTRAL CITY CRA SPONSORSHIP WILL BE INCLUDED IN ADVERTISING AND MARKETING PLANS FOR THE EVENT; PROVIDE PROOF WHERE APPLICABLE.

❖ ITEMS (A - D) BELOW ARE REQUIRED:



A. CRA LOGO

SHALL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT AND IN PROPORTION WITH/OTHER SPONSORS AT SIMILAR LEVELS, INCLUDING RADIO, TV, PRINT, ONLINE AND EVENT SITE VIA BANNERS AND STAGE ANNOUNCEMENTS.



B. PROVIDE OPPORTUNITY FOR CRA BOOTH OR INFORMATION GIVE AWAY:

- *10X10 FOOTPRINT AT THE EVENT. THE CRA WILL BE RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OF RENTAL) AND STAFFING FOR ITS FOOTPRINT.*
- *AGREE TO DISPLAY INFORMATION RACK CONTAINING CRA INFORMATION FOR PUBLIC TAKE- AWAY. THE CRA WILL BE RESPONSIBLE FOR PROVIDING DISPLAY RACK PRIOR TO EVENT AND PICKING-UP DISPLAY RACK AND ANY LEFT-OVER INFORMATIONAL PIECES NOT USED.*



C. PROVIDE POST-EVENT PRESENTATION TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD REGULAR MEETING.



D. COMPLETE NEW VENDOR REGISTRATION FORM AND W-9. BOTH WILL BE USED IF APPLICATION IS APPROVED FUNDING.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM

CONTACT INFORMATION

NAME OF APPLICANT	Barry Curtis, President
NAME OF COMPANY/ORGANIZATION	Central City Alliance
POSITION/TITLE OF APPLICANT	President
PHYSICAL ADDRESS	1525 NE 5th Avenue
ZIP CODE	33304
OFFICE PHONE NUMBER	n/a
MOBILE NUMBER	(917) 686-9987
EMAIL ADDRESS	barrycsi@aol.com

Barry Curtis

APPLICANT SIGNATURE

7/13/2021

DATE SIGNED

13th Street Craft Beer & Wine Festival with Car Show



December 4, 2021

4 pm to 8 pm

Presented by Central City Alliance

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SUMMARY

Summary:

Since the dawn of the 13th Street rebirth, *community* has been its theme. In fact, long before the recent development, locals banded together to make the neighborhood a safer place. To solidify the feeling of *community* and inclusion into the 13th Street brand, a permanent art display was installed in the central traffic circle. Designed by local artists and titled the *Unity Beacon*, this beautiful structure serves as a shining example for all neighborhoods.

It is this spirit and enthusiasm that has drawn new investments and vital businesses to the 13th Street corridor. In just a short time, the Central City Alliance and its neighborhood has hosted several successful events and created quite a buzz in Fort Lauderdale. Each event has drawn a large number of attendees and as a result, more vendors seem eager to participate.

2020's *13th Street Craft Beer & Wine Festival with Car Show* was the second annual event for the Central City Alliance and a success. With only a year's history to rely on, projections were optimistic. Attendance topped 1500; vendors were happy. You'll recall last year's event took place on March 7. There was a palpable concern in the air as this event was on the precipice of COVID shut down in the city of Fort Lauderdale. Our March event in 2021 did not take place due to COVID and instead, has been rescheduled to December, incorporating a holiday theme.

For the third year, the Central City Alliance brings its Festival with an exciting and expanded array of events to the 13th Street corridor. Based on the trends we have witnessed, we anticipate drawing more than 2,000 unique visitors to this year's Festival.

As a direct result of last year's success, the Central City Alliance was able to donate 25% of the net proceeds to a local charity. H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.

EVENT FEATURES

Event Features:

- Exotic Car Show
- VIP Tent
- Local breweries & wineries sampling
- Food Trucks
- Artisan's Market, including over 50 vendor booths
- Live Music and demonstrations
- DJ
- Hot new District 13 area with creative retail/shops
- Kid's activities and play area
- 6 blocks of street closed off
- Convenient location near downtown Ft. Lauderdale
- Free parking
- General Admission is FREE

Saturday, December 4th, 4-8pm!

NE 13th Street will be closed to motor traffic from NE 5th Terrace all the way to NE 8th Avenue.

Purchase a wristband for Craft Beer and Wine sampling from area brewers and purveyors.

\$35 purchased in October 2021

\$40 purchased in November 2021 to December 3

\$45 Day of Event, Saturday, December 4th

General Admission is FREE

MARKETING

Marketing:

Similar to last year, the Festival will utilize print and digital marketing with an added emphasis on social media. This year will include radio advertising. iHeartRADIO and 102.7 The Beach are natural audio venues for the Festival. Digital marketing and social media drives Festival attendance. General “buzz”, defined as word of mouth + word of mouse has proved most effective.

Specifically EventBrite, the GOapp and Groupon were utilized to target a wider audience, creating well over 15,000+ page views through event discovery and direct traffic. In addition, we were able to track gender, age and geography statistics, allowing us to better tailor our efforts at this year’s festival. For example, some Groupon sales statistics were:

- 55% of sales were aged 26-35
- 63% of overall sales came from women
- 7% of sales came from zip code 33304

Soliciting sponsors and vendors becomes more targeted when you can explain the demographic you are potentially selling to. These statistics not only make sense but are easy to translate for sponsorship and vendor opportunities.

We want to double our marketing efforts this year but need help in doing so. The Central City Alliance is comprised of busy professionals who juggle careers and families. All are volunteers with limited time. By securing a marketing & promotions firm, we will have a more dedicated, thorough platform to attract more attendees.

FINANCIALS

Financials:

The following assumption has been applied to this five (5) year projection: 10% increase in sales and expenses annually for 2022 - 2024.

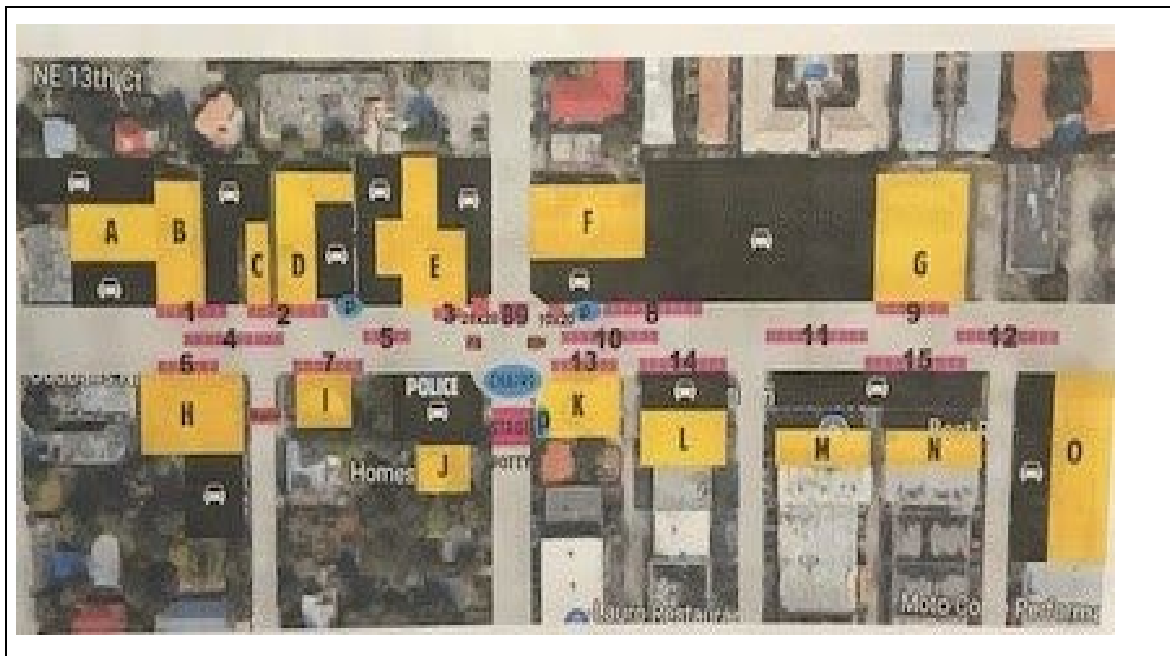
Note the grant contribution of \$20,000 is added to the 2021 column and decreases in subsequent years. Without this contribution, Net Income would be significantly affected. Because we are *community* driven, receiving grant funds from the CRA would ensure we continue the substantial donation program that was instituted in 2019.

	2020 Actual	2021	2022	2023	2024
# Attendees	1550	2000	2200	2420	2662
Ticket Sales	\$ 27,717	\$ 35,764	\$ 39,340	\$ 43,274	\$ 47,602
Sponsorship	\$ 4,500	\$ 5,000	\$ 5,500	\$ 6,050	\$ 6,655
CRA Grant*	\$ 20,000	\$20,000	\$15,000	\$10,000	\$5,000
Total Revenue	\$52,217	\$60,764	\$44,840	\$49,324	\$54,257
Expenses					
Advertising	\$ 2,127	\$ 2,340	\$ 2,574	\$ 2,831	\$ 3,114
City/County/State Fees	\$ 1,889	\$ 2,078	\$ 2,286	\$ 2,514	\$ 2,766
Insurance	\$ 1,162	\$ 1,278	\$ 1,406	\$ 1,547	\$ 1,701
Production Services	\$ 3,261	\$ 3,587	\$ 3,946	\$ 4,340	\$ 4,774
Supplies	\$ 3,840	\$ 4,224	\$ 4,646	\$ 5,111	\$ 5,622
Rentals	\$ 3,233	\$ 3,556	\$ 3,912	\$ 4,303	\$ 4,733
Beer & Wine	\$ 5,000	\$ 5,500	\$ 6,050	\$ 6,655	\$ 7,321
Digital & PR	\$ 4,000	\$ 10,000	\$ 11,000	\$ 12,100	\$ 13,310
Misc, incl. cleaning	\$ 3,800	\$ 4,180	\$ 4,598	\$ 5,058	\$ 5,564
Total Expenses	\$ 28,312	\$ 36,743	\$ 40,418	\$44,459	\$ 48,905
NET PROFIT	\$ 23,905	\$ 24,021	\$ 40,418	\$ 44,459	\$ 48,905
Charity Distribution	\$ 4,600	TBD	TBD	TBD	TBD

VENDORS

Vendors:

For a second year effort, we were more than pleased with the vendor response. There were over 50 unique businesses and tents at the event. All of the vendors were pleased with turn out and have verbally agreed to participate again this year. Contracts will be secured soon. In addition, we hope to attract an additional 15-25 vendors, bringing totals closer to 75. Note these numbers do not include craft breweries, wineries or food trucks. They represent an additional 15 vendors. Below is a vendor map that was used for set-up. Each designated area included 3-6 vendors, with the majority of food and beverage vendors in the traffic circle.



SPONSORSHIPS

Sponsorships:

We were fortunate to have four (4) sponsors who embraced our concept of *community*, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 13th Street Festival. We are aggressively soliciting sponsorship at this time and anticipate a significant increase . Our ultimate goal is five (5) major sponsors and many smaller level sponsors. We feel confident this can be accomplished with last year's successful numbers to report.

Sponsorship Levels:

- \$2,500 Presenting Sponsor
Name on banner on both ends of the festival and on Stage
Logo Shown on all Social Media and Print Materials
Name Printed on all Wristbands
- \$1,500 Stage & Entertainment Sponsor
Name on banner on stage
Name listed on all Social Media and Print Materials
- \$1,000 Car Show Sponsor
Name on Placard at all Car Show Lots
- \$500 T-Shirt Sponsor
Name Prominently Printed on all Volunteer T-Shirts
- \$250 Friends of Central City
Post on Facebook and Instagram that you financially support our community!

BENEFACTOR

Benefactor:

As a *community* driven organization, it will always be a goal of the Central City Alliance to donate a large portion of the net proceeds to a local charity. In addition, the Central City Alliance will always strive to have free general admission at it's Festival to benefit the larger Broward County *community*.

As a direct result of last year's success, the Central City Alliance was able to donate 25% of the net proceeds to a local charity.

H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.

This year's recipient is still to be determined. However, the criteria will remain the same; to seek a local, non-profit organization with a *community* based mission.

2020 Recipient



IMAGES





13th Street Craft Beer & Wine Festival with Car Show At A Glance



December 2021 will mark the **3rd** annual Festival



75+ volunteers



One FUN filled afternoon



2000+ attendees



75+ beer makers, food trucks, vendors, musicians and dancers



\$4600 donated to H.O.M.E.S. Inc in 2020



DOZENS of marketing/media impressions

13th Street Craft Beer & Wine Festival with Car Show presented by Central City Alliance

For the third year, the Central City Alliance brings it's Festival with an exciting and expanded array of events to the 13th Street corridor.

With more than 1500 attendees at last year's Festival, we anticipate additional enthusiasm, drawing more than 2,000 unique visitors.

13th Street is a vibrant and exciting neighborhood that has recently undergone a transformation. New businesses are attracting customers, making it a perfect venue for this Festival and many other future events.



Event Features

- Exotic Car Show
- Local Breweries & Wineries Sampling
- Food Trucks
- Artisan Market
- Live Music
- DJ
- Demonstrations
- Kids Activities and Play Area
- Local shops open to all
- Free General Admission
- Free Parking
- 6 Blocks of Street closed off

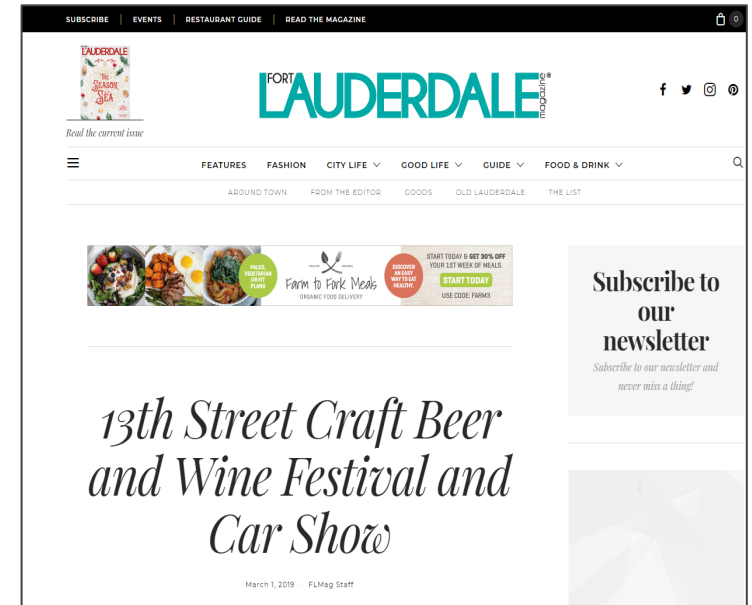
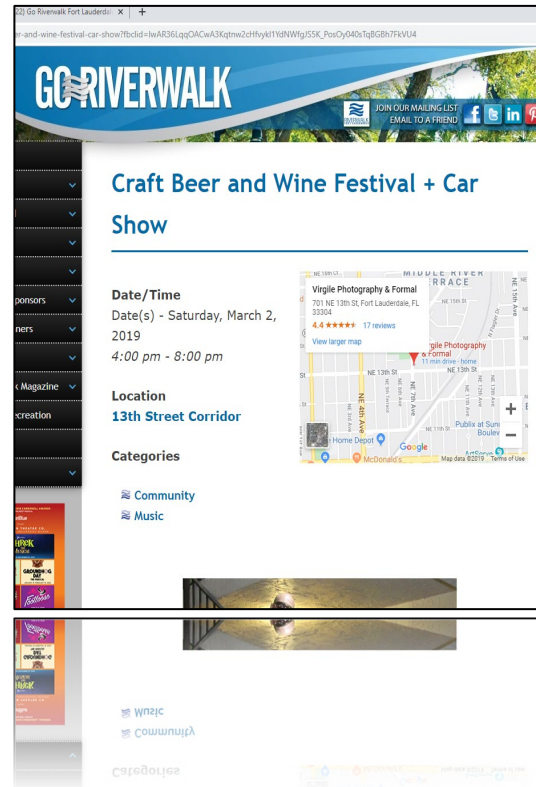


13th Street Craft Beer & Wine Festival with Car Show Social Media & Print Advertising

Social Media



Print Ads



13th Street Craft Beer & Wine Festival with Car Show Marketing & Promotions

The Central City Alliance would like to utilize a marketing & promotions firm in order to reach a broader audience. Several vehicles were used successfully last year with the intention of doubling efforts in 2021.



2021 Sponsorship Opportunities

Four sponsors embraced the concept of *community*, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 2020 Festival.

We are aggressively soliciting sponsorship at this time and anticipate a significant increase. We feel confident this can be accomplished with last year's successful numbers to report.

That said, the Central City Alliance will always seek outside funding sources to produce a high quality event while providing a maximum donation/benefit to a local non-profit organization.

Requested Funding: \$20,000





2020 Event Images



The Symbolism of Central City's Unity Beacon

The base planter bed of this sculpture represents the foundation of this community and its growth.

The middle sculpture signifies the chaos and struggles the community has gone through to transform this area into a vibrant home for the neighborhood.

The top sculpture represents four people embracing, signifying our diverse community coming together. The illumination denotes Central City's bright future.



EMBRACING COMMUNITY

A portion of the proceeds will
be donated
to a local charity
to be determined.

2020 Recipient



- V. Program and Project Status Update**
- **Rezoning Project**
 - **NE 4th Avenue Streetscape Project**
 - **Incentive Programs**

**Cija Omengabar
CRA Planner**

VI. Communication to City Commission

Luis Castillo-Olivera

VII. Old/New Business

Cija Omengebar

VIII. Adjournment

**Luis Castillo-Olivera
CCRAB Chair**