

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024 (October 1, 2023 – September 30, 2024)

#### GENERAL INFORMATION

1. Name of Event: FlockFest 9th Annual Beach Party
2. Registered Business Name: FlockFest Events, Inc
3. Fictitious name, if applicable:
4. Company Address: PO Box 70384
5. Amount requested from BBID: \$ 25,000

6. Indicate what the amount will be used for:

A portion of the funding from the BIDD will be allocated for purposes related to the FlockFest Beach Party. The actual costs are significantly higher.

Marketing (All media formats): \$5000 – This budget is designated for marketing activities across various media formats including social media to promote and create awareness about the event.

7. Indicate business structure of the company:

- Sole Proprietorship       Partnership
- C-Corporation       S-Corporation
- Limited Liability Corporation LLC       Other, please specify: \_\_\_\_\_

8. Provide your contact information:

Name: Steven Crawford

Office phone: 954-529-4392

Cell phone: 214-773-9098

E-mail: admin@flockfestevents.org

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

#### SECTION 1: EVENT TYPE

9. Describe the event. Explain how the event is designed to attract visitors and if there is a specific audience or target group. Include how the event aligns with local and regional tourism strategies to brand Fort Lauderdale Beach as a world-class destination.

**Event Description:**

Join us for the 9th Annual FlockFest Beach Party, a one-of-a-kind event held on the beautiful beaches of Fort Lauderdale. With thousands of attendees from all over the country, this beach party is a must-attend for anyone looking to soak up the sun, have some fun, and create unforgettable memories.

At FlockFest, attendees have the option to purchase individual tickets or a 10x10 cabana, which they can decorate with the best flamingo decor. So get your creativity flowing and transform your cabana into a tropical paradise adorned with vibrant flamingos.

And that's not all – we have over 1000 flamingo floats, all branded with the Visit Lauderdale logo. So grab your friends, hop on a float, and glide across the turquoise waters as you soak in the beauty of Fort Lauderdale's beaches.

Get ready for a day of non-stop fun, laughter, and pure beach bliss. Don't miss out on the 9th Annual FlockFest Beach Party – the ultimate beach gathering you won't want to miss.

**Target Demographic:** LGBTQ+ community of age of 35–65 with household income \$75k+  
**Marketing:** Our promotional video highlights the beauty of Fort Lauderdale beach with inclusivity and diversity.

10. Indicate the location of the event. Provide address and attach location map or site plan.

Fort Lauderdale Beach Park, 1100 Seabreeze Blvd, Fort Lauderdale  
Between lifeguard stands 2 and 3. Directly behind the permanent rest rooms.

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

#### SECTION 2: ECONOMIC IMPACT AND ORGANIZATIONAL CAPABILITIES

11. List all dates associated with the event:

a. Set-up date(s):

Friday, July 5th Setup and event day is Saturday, July 6th

b. Event dates(s) and hours:

Saturday, July 6th 11 am–4pm

c. Breakdown date(s):

Saturday, July 6th 4pm–8pm

12. Is this the first year for the event on Fort Lauderdale Beach?

Yes

No

13. If the event has been held before, list the dates for prior events:

FlockFest Beach Party has been a recurring event since 2015 and has consistently taken place on Fort Lauderdale Beach, except in 2020.

14. Define what measurable outcomes you will use to evaluate the success of the event.

Ticket sales provide a tangible metric indicating the level of interest and participation in our events. On the other hand, social media impressions offer insights into the reach and engagement with our target audience.

Attendance Rate: Compare the number of tickets sold to the actual attendance to assess the event's popularity and draw.

Engagement Metrics: Monitor social media engagement metrics, including likes, shares, comments, and click-through rates, to gauge the level of audience interaction.

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

15. Explain in detail the positive economic impact the proposed event/project will have for the BBID and businesses located within its boundaries. Indicate how it is consistent with the legislative determinations of special benefit found in [Ordinance C-06-34](#), Section 1.04 (A) (2), by increasing the number of visitors to the BBID.

FlockFest collaborates with hotels on Fort Lauderdale Beach to secure special deals for attendees. Promoting these deals through multiple channels, including the website, social media, and eblasts, is a strategic way to enhance the overall attendee experience and increase engagement.

We also have Visit Lauderdale as a major sponsor of the event and they provide around \$10,000 of in-kind marketing for the event.

Furthermore, the initiative to encourage attendees to dine at local restaurants on the beach not only contributes to the event experience but also plays a vital role in generating a positive economic impact on beach businesses. This approach not only benefits local

### SECTION 3: ADVERTISING, MARKETING, AND PROMOTION

16. Provide a detailed description of marketing activities that explains how the proposed event will be included in marketing, promotions and advertisements. Include or attach illustrations, content, estimated market reach, and schedule of activities.

#### Marketing Plan for 9th Annual FlockFest Beach Party Week

##### Digital Marketing:

\*Website: Feature the event on our website providing essential information, ticket details, and a visually appealing showcase of the event.

\*Social Media Campaigns: Implement a robust social media strategy across platforms (Facebook, Twitter, Instagram, Tik Tok ) engaging content, countdowns, and highlights. Utilize event-specific hashtags for user-generated content.

\*Paid Advertising: Run targeted online advertisements on platforms like Google Ads and social media to reach a wider audience.

##### Email Marketing:

\*E-blasts: Regularly send out email newsletters to the event database, featuring event updates, special announcements, and exclusive offers.

Personalized Invitations: Send personalized invitations to a select audience, including previous attendees and key stakeholders.

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

17. Describe the sponsorship levels you offer and indicate which level this request aligns with.

We would like offer a Platinum level sponsorship for \$25,000, this would include the following:

2024 Sponsorship Package 9th Annual Beach Party Week:

Flock the Block and Beach Party Deliverables:

BBID logo will be on marketing materials with other sponsors

Beach Party activation Saturday, July 6th on Fort Lauderdale Beach

Logo on rotation on screen for DJ booth in entertainment area

18. Describe how the BBID's sponsorship will be included in the advertising and marketing efforts for the event. Provide proofs where applicable and check mark the box next to the term if you agree.

BBID logo will be included in all advertising and marketing efforts for the event in locations and in proportion to other sponsors at similar sponsorship levels including radio, TV, print, on line, on-site banners, and stage announcements etc.

BBID review and approval of associated media, marketing, and advertising to ensure accuracy.

Opportunity for a 10' x 10' activation area for the event. For recipients receiving more than \$50,000 in annual funding. It is BBID's responsibility to provide décor and staffing for the activation area.

## Fort Lauderdale Beach Business Improvement District (BBID)

### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

#### SECTION 4: BUDGET AND FINANCIALS

19. Complete the event budget:

|   |                                  |                            |
|---|----------------------------------|----------------------------|
| Applicant Organization:   | FlockFest Events, Inc            |                            |
| Name of Event:  | FlockFest 9th Annual Beach Party |                            |
| <b>BBID Funding Request</b>   |                                  | <b>\$ 25,000</b>           |
| Budget does not have to balance. It can show a profit or a loss           |                                  |                            |
| <b>Revenue</b>  |                                  | <b>Projected \$ Amount</b> |
| Ticket Sales  |                                  | \$ 145,000                 |
| Other Sponsorships/Fundraising/Donations (not including the BBID Request) |                                  | \$ 120,000                 |
| Concession/Vendor Revenue   |                                  | \$ 0                       |
| Other (specify):  |                                  | \$ 0                       |
| <b>Total Revenue</b>  |                                  | <b>\$ 290,000</b>          |
| <b>Percent of Revenue Covered by BBID</b>                                 |                                  | <b>9%</b>                  |
| <b>Expenses</b>   |                                  | <b>Projected \$ Amount</b> |
| Venue   |                                  | \$ 1,200                   |
| Entertainment/Performers/Presenters                                       |                                  | \$ 4,500                   |
| Permits & Licenses  |                                  | \$ 750                     |
| Staff   |                                  | \$ 20,000                  |
| Security  |                                  | \$ 3,500                   |
| Catering  |                                  | \$ 10,000                  |
| City Services (Public Safety, Parking, City Staffing etc)                 |                                  | \$ 3,500                   |
| Advertising/Promotions  |                                  | \$ 15,000                  |
| Photography/Videography   |                                  | \$ 1,500                   |
| Displays, Décor, Supplies & Swag  |                                  | \$ 25,000                  |
| Cleaning & Sanitation   |                                  | \$ 6,000                   |
| Equipment Rental  |                                  | \$ 3,800                   |
| Taxes & Fees  |                                  | \$ 1,200                   |
| Ticketing/Access  |                                  | \$ 700                     |
| Signage   |                                  | \$ 2,500                   |
| Office Expenses   |                                  | \$ 5,000                   |
| Other (specify): Event insurance including liquor liability               |                                  | \$ 14,000                  |
| Other (specify): Tents, Barricades, MOT, Stage, Generators, Mixers        |                                  | \$ 45,000                  |
| <b>Total Expenditures</b>   |                                  | <b>\$ 163,150</b>          |
| <b>Percent of Expenses Covered by BBID</b>                                |                                  | <b>15%</b>                 |
| <b>Net Profit/Loss</b>  |                                  | <b>\$ 126,850</b>          |

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20. When does your fiscal year end: December 31st

21. Indicate documents you are attaching to this application:

- Company/organization's prior year's financial statement
- Profit & Loss from prior year's event (required if this is not the inaugural event)

### SECTION 5: EQUITY, DIVERSITY, AND INCLUSION

22. Describe how this event includes elements of diversity, equity, and inclusion (DEI).

FlockFest is committed to fostering an environment that embraces diversity, equity, and inclusion (DEI) in all aspects of its event planning and execution. The following elements highlight how FlockFest incorporates DEI principles:

**Inclusive Programming:**

FlockFest designs its programming to be inclusive and welcoming to attendees of all backgrounds, irrespective of age, gender, race, sexual orientation, or identity. Events and activities are curated to cater to a diverse audience, ensuring a broad range of interests are represented.

### SECTION 6: OTHER IMPORTANT CONSIDERATIONS

23. Describe if there are other important considerations or factors about the event that are not included in previous sections of the application.

FlockFest places a strong emphasis on environmental responsibility and safety, particularly in regard to turtle safety on the beach. The following points highlight the measures taken to ensure compliance and maintain the well-being of the natural environment:

**Turtle Safety Compliance:**

FlockFest actively collaborates with the state to adhere to regulations and guidelines related to turtle safety. This may include implementing measures to minimize disturbance to nesting areas and following protocols to protect sea turtle habitats during the event.

**Additional Lifeguards:**

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#### BBID Sponsorship Terms

Applicant shall mark the boxes below to acknowledge agreement with the following terms:

- I will request the BBID logo in the appropriate format for marketing purposes. A BBID representative will provide logo and manage usage.
- I will conduct a PowerPoint presentation detailing the event to the BBID Advisory Committee at the request of the Committee.
- I am a registered vendor with the City of Fort Lauderdale, or I will complete a new vendor registration form if funding is approved.
- The City has a completed W-9 form, or I will complete the W-9 if funding is approved.
- If the BBID Advisory Committee recommends approval of funding I will attend the scheduled City Commission meeting where this item will be reviewed to answer questions the Commission may have.
- If the BBID Advisory Committee recommends approval of funding, I will submit an executed Grant Participation Agreement via email and two originals to the City of Fort Lauderdale. (See Instructions for Grant Application, page 2 for address)
- I understand that all funding is reimbursements, and as such if approved, I will provide a final invoice within 90 days of the event along with supporting documents for expenses detailed in question 6.
- If the City Commission approves BBID funding and after an event is completed, I will provide a post-event financial recap and financial reports to the BBID Advisory Committee upon request from the Committee. The financial statements and a detailed profit & loss statement shall be prepared in accordance with generally accepted accounting principles.



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### REIMBURSABLE GRANT FUNDING APPLICATION FY 2024

Prior to signing the application, please check the following to acknowledge completion:

- Legal name and place of business match Sunbiz.org
- Location or site map is attached to the application
- Proofs of how the BBID logo will be used are attached
- Company/organization's prior year's financial statement is attached (if available)
- Prior year's P&L for event is attached (if available)
- I am the authorized representative to sign BBID application and City Agreement

*or*

- I am not authorized to sign BBID application or City Agreement

**BBID Funding History**  
*(for BBID staff use only)*

*Note: Only the authorized representative of the company applying for the grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, the applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company with the City of Fort Lauderdale.*

Provide name and title of the individual authorized to execute a Grant Participation Agreement with the City. If person signing the agreement of behalf of the company is not listed as authorized signer, a Corporate Resolution will needed to execute the agreement.

Steven Crawford Executive Director/Founder

|  |                     |
|--|---------------------|
| Steven B Crawford Executive Director/Founder | Steven B Crawford   |
| Applicant Full Name (print) and Title        | Applicant Signature |
| FlockFest Events, Inc                        | 1/19/2024           |
| Company Name                                 | Date Signed         |

**Contact information for inquiries:**  
 City of Fort Lauderdale  
 Ingrid Kindbom, BBID Program Manager  
 Phone: 954.828.6178  
 Email: [ikindbom@fortlauderdale.gov](mailto:ikindbom@fortlauderdale.gov)