**BIDD Grant Application**

Oceans of Soul Jazz Festival

Labor Day 2024

# 6. Indicate what the amount will be used for:

The Oceans of Soul Jazz Festival looks to be one of Fort Lauderdale's Signature Events starting Labor Day Weekend 2024,

Our commitment to Diversity, Equity, and Inclusion (DEI) and city services through music and art. Here's how your tax dollars will fuel the fun:

🎶 Amplifying Local Voices:

* Local Stage, Global Spotlight: We're building a dedicated platform for Fort Lauderdale's rising stars alongside established national acts. This isn't just about exposure; it's about investing in the next generation of musical legends right here in our backyard.
* Art Avenue: Imagine a vibrant corridor buzzing with local visual artists, craftspeople, and designers. We're creating a space where Fort Lauderdale's unique talent can shine, attracting visitors and boosting our local economy.

🤝 Strengthening Our City:

* Community Collaborations: We're partnering with local schools and organizations to offer music and art workshops, fostering creativity and cultural awareness in the next generation.
* Accessible Celebration: We're committed to making the festival inclusive for everyone. This means providing disability-friendly accommodations, multilingual signage, and outreach to ensure everyone feels welcome and part of the celebration.
* Safety and Security: Your tax dollars keep the party safe! We're investing in top-notch security measures, emergency preparedness, and sanitation to ensure a worry-free experience for all.

In short, your investment in Oceans of Soul is an investment in Fort Lauderdale's soul. We're building a brighter future filled with music, art, and a deep appreciation for the diversity that makes our city thrive.

We believe in the power of music to unite and inspire, and we're grateful for your support in making this vision a reality. Let's turn up the volume on Fort Lauderdale's creativity and community spirit, together!

# 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.

Imagine swaying to the smooth sounds of R&B under a starlit sky, the warm ocean breeze carrying the electrifying energy of a live jazz performance. That's the magic of the Oceans of Soul Jazz Festival, a Labor Day Weekend celebration designed to lure the inner soul enthusiast in everyone, ages 33-55.

This isn't your typical jazz fest. It's an immersive experience that blends the soulful sounds of legendary artists with the vibrant pulse of Fort Lauderdale Beach. Think barefoot grooves in the sand, pop-up art installations, and culinary delights infused with local flavors.

But who is this soulful party for? Anyone who craves a sophisticated escape from the ordinary. Think professionals unwinding after a long week, couples celebrating their love of music and sunshine, and friend groups looking for an unforgettable adventure.

So, how does Oceans of Soul elevate Fort Lauderdale's brand? It's the missing piece, the cultural gem that complements the city's existing beachy vibe. It attracts a mature, discerning audience who appreciate the finer things – world-class music, exquisite food, and a touch of luxury.

This isn't just another festival; it's a strategic move to position Fort Lauderdale as a destination for sophisticated souls. It tells the world: "We're not just about bikinis and cocktails. We're about experiencing life to the fullest, with music that touches your soul and a backdrop that takes your breath away."

So, mark your calendar for Labor Day Weekend 2024. Pack your dancing shoes, your sunhat, and your appetite for good vibes. Oceans of Soul Jazz Festival is ready to make your soul sing and your heart dance in the heart of Fort Lauderdale Beach.

Worlds Longest Sea Food Boil (Friday Night – Community Event)

Fort Lauderdale Food Festival (Saturday – Community Event)

White Party Picnic (Sunday – Community Event)

# 11. List all dates associated with the event:

**Production Load-In:**

* August 26th - 30th: This is when all the stage equipment, tents, and other festival essentials will be assembled on-site. Think of it as building a mini city for music lovers!

Event Dates & Times:

* Friday, August 30th:
  + 5:00 PM - 9:00 PM: Community stage and Art Avenue opens for the night! Get ready to groove to the soulful sounds of local and regional artists. It's the perfect way to kick off the festival weekend.
* Saturday, August 31st:
  + 10:00 AM - 10:00 PM: Dive into a full day of musical bliss! The main stage will be pulsating with incredible performances, while the community stage keeps the local vibes flowing.
* Sunday, September 1st:
  + 10:00 AM - 9:00 PM: Another day, another round of musical magic! Let the soul music wash over you and soak up the good vibes.
* Monday, September 2nd:
  + 12:00 PM - 6:00 PM: The Community stage and Art Avenue

takes center stage for one last hurrah! Give a warm send-off to the local artists who made the festival special.

Load-Out:

* September 3rd & 4th:
  + 10:00 AM - 6:00 PM: Time to pack it all up! Our crew will be dismantling the festival city and leaving the beach pristine, ready for the next adventure.

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

## Oceans of Soul Success Scorecard: Keeping it Simple!

We'll be tracking the festival's groove to success with these key metrics:

**Ticket Sales:**

* Ticket Sales & Velocity - 30,000 Attendees per day
* Average General Admission Ticket Price Per Day $49 (30% Attendees)  
  Average VIP Ticket Price 3 Day $399 (60% Attendees)

**Sponsor Uptake & Revenue:**

* Revenue from vendors, and sponsors - Did our efforts translate into financial gain for everyone involved?

## Economic Impact Exclusively For BIDD:

We have two possibilities based upon how pricing models are being delivered by the BIDD Hotels. As we have captured all room rates for all hotels using our dates, and also reviewing data on hotel price velocity for event dates it is easily to see at least a doubling of prices leading upto the event, and then dramatic price reductions once the event begins is a pricing model that causes attendee anger at price fluctuations and in future years attendees will book later and later, jeopardizing hotel profitability.

The BIDD hotels can most likely achieve 100% occupancy for a minimum of 3 nights by maintaining competitive realistic pricing.

**$4,875,000.00 Total Room Night Revenue.**5,000 Rooms Dbl Occ X $325 ANR X 3 Nights   
  
**F&B**

10,000 Breakfast x 3 days @ $26.00 $1,560,000

40,000 Lunch/Dinner x 3 days @ $45 $5,400,000

# 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.

The proposed Oceans of Soul Jazz Festival is more than just a celebration of soulful music; it's a recipe for economic growth for surrounding businesses. Here's how:

**Visitor Boom:**

* Thousands of music lovers, aged 33-55, will flock to Fort Lauderdale Beach during Labor Day weekend, injecting fresh spending power into the local economy.
* Hotels, restaurants, bars, and shops will see a surge in customers, boosting revenue and creating new jobs.
* Increased foot traffic will benefit not just mainstays, but also hidden gems, spreading the wealth throughout the BBID.

**Beyond the Beach:**

* Festival vendors will showcase their local crafts and culinary delights, amplifying the BBID's unique character.
* Pre- and post-festival events like workshops and artist meet-and-greets will extend the economic impact beyond the festival dates.
* Positive media coverage will put the BBID on the map as a destination for sophisticated tourism, attracting future visitors and investment.

## Alignment with BBID Goals:

The Oceans of Soul Jazz Festival is a win-win. It's a chance to celebrate music, culture, and community, while simultaneously pouring economic sunshine onto the BBID and its businesses. So let the rhythms wash over you and get ready to savor the sweet taste of success!

Fort Lauderdale beach is “World Famous” sun, sand and fun.

# 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.

Target Audience: Ages 33-55, professionals, couples, friend groups who enjoy sophisticated music, sunshine, and luxury.

Event Dates: Labor Day Weekend 2024

Marketing Goal: Attract attendees by showcasing the festival's unique blend of soul, R&B, jazz music, stunning Fort Lauderdale Beach backdrop, and immersive experience.

## Marketing Activities:

1. **Social Media (organic):**

* Platforms: Instagram, Facebook, TikTok, Twitter,
* Content:
  + Captivating artist videos and snippets
  + Vibrant beach and festival atmosphere visuals
  + Behind-the-scenes sneak peeks
  + Engaging polls and contests
  + Community spotlights featuring target audience members
* Estimated Reach: 10 - 20 million impressions

1. **Influencer Partnerships:**

* Collaborate with local and regional lifestyle, music, and travel influencers
* Leverage influencer content for social media and website promotion

1. **Public Relations:**

* Issue press releases announcing the festival and highlighting unique aspects
* Pitch stories to local, regional, and national travel, lifestyle, music, culture publications
* Secure media partnerships for radio interviews, live broadcasts, and event coverage in all primary market

1. **Email Marketing:**

* Targeted campaigns based on interests and demographics
* Regular updates on festival developments, artist announcements, and special offers
* Pre-sale access and exclusive promotions for email subscribers
* Email campaigns that will take impressions at TOF and move through a marketing funnel to MOF, and finally BOF and generate a ticket sale and hotel booking.

1. **Paid Advertising:**

* Paid advertising will only be perused using online media properties.
* Spotify & Apple Music
* Geofencing around key locations to reach potential attendees in the area.

1. **Local Partnerships:**

* Collaborate with hotels, restaurants, and businesses in Fort Lauderdale Beach
* Offer festival-themed packages and promotions
* Cross-promote the event through in-store displays and local events
* Estimated Reach: Thousands of potential attendees in the local community

1. **Promotions with Visit Florida:**

* What’s better than a Florida vacation? A free Florida vacation. In exchange for room nights, admission tickets, and other in-kind elements that make up the vacation prize packages, participating partners are featured in promotional advertising.
* This promotional program can generate millions of consumer impressions. Better still, prize winners share their experiences with their family and friends, generating even more excitement.
* Target key markets where HBCU’s are located and build a promotion where local media properties can participate in the community with HBCU’s and Oceans of Soul Jazz Festival.

1. **Public Art Installations:**

* Art installations around the city featuring fiberglass Whales that are each painted by artists and are to benefit **OCEANA Foundation**. This type of art marketing has been a success for Hong Kong, London, Boston, Sydney, New York and now Fort Lauderdale.
* Instagramable photo opportunities branded with our unique service mark “Fort Lauderdale – The Place To Be” and the Oceans of Soul Festival logo

1. **Street Team:**

* Energetic brand ambassadors distributing flyers and engaging with potential attendees
* Promote the festival at local events, markets, and popular spots
* Create a fun and welcoming atmosphere around the city

1. **Community Engagement:**

* Host pre-festival workshops and events with local artists
* Partner with non-profit organizations for community outreach initiatives
* Build goodwill and positive association with the Fort Lauderdale Beach community

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

We offer flexible sponsorship levels, each crafted to the sponsors vision and budget:

**Title Sponsor:** $750,000:

* Event Naming Rights and included in all advertising and promotion.

**Main Stage Naming** $350,000:

* Stage naming rights and included in all advertising and promotion.

**Community Title Sponsor** $500,000:

* Community Event Naming Rights and included in all advertising and promotion.

**Community Stage Naming** $250,000:

* Stage naming rights and included in all advertising and promotion.

**Miscellaneous Sponsor Activations** $1,000,000:

# 19. Budget

|  |  |
| --- | --- |
| BBID Funding Request | $500,000.00 |
| Budget does not have to balance. It can show a profit or a loss |  |
| Revenue | **Projected $ Amount** |
| Ticket Sales Full Sell Out 30,000 Tickets | $5,480,000.00 |
| Other Sponsorships/Fundraising/Donations (not including the BBID Request) | $2,100,000.00 |
| Concession/Vendor Revenue | $600,000.00 |
| Other (specify): |  |
| Total Revenue | $8,680,000.00 |
| Percent of Revenue Covered by BBID |  |
| Expenses | **Projected $ Amount** |
| Venue | $4,500.00 |
| Entertainment/Performers/Presenters | $1,000,000.00 |
| Permits & Licenses | $40,000.00 |
| Staff | $150,000.00 |
| Security | $300,000.00 |
| Catering | $200,000.00 |
| City Services (Public Safety, Parking, City Staffing etc) | $499,800.00 |
| Advertising/Promotions | $800,000.00 |
| Photography/Videography | $75,000.00 |
| Displays, Décor, Supplies & Swag | $50,000.00 |
| Cleaning & Sanitation | $30,000.00 |
| Equipment Rental | $1,000,000.00 |
| Taxes & Fees | $500.00 |
| Ticketing/Access | $75,000.00 |
| Signage | $25,000.00 |
| Office Expenses | $25,000.00 |
| Other (specify): |  |
| Other (specify): |  |
| Total Expenditures | $4,274,800.00 |
| Percent of Expenses Covered by BBID |  |

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

Envision the Oceans of Soul Jazz Festival in Fort Lauderdale as an event where the sunset's warm glow sets the stage for an evening celebrating diversity, equity, and inclusion. This festival showcases a fusion of musical genres, featuring a diverse lineup of artists, from soul and R&B legends to contemporary jazz musicians. The festival extends its commitment to inclusivity beyond the music, highlighting a variety of cultures through its culinary offerings and fostering a welcoming atmosphere for all attendees. In addition to entertainment, the festival champions equity by partnering with organizations to provide educational opportunities to aspiring musicians. It's a cultural gathering that not only entertains but also unites the community through the universal language of music, reflecting the city's rich tapestry of diversity.

**ART Avenue** – 100 Artists display their art work to admire and buy.

**Festival of Food** – Local restaurants take part in the community festival were $10 attendees can sample delicious plates from over 40 leading restaurants.

**World’s Longest Sea Food Boil** – Call out the Guinness World Book of Records! On Friday night we are cookin’ up the largest and longest row of tables and people enjoying what hopefully will be the record winner.

**Better Be White – Beach Picnic** – Make your own picnic box or pre-order a very special gourmet basket and come down to the beach on Sunday dressed in your best whites – remember you can’t wear white after Labor Day.

**Festival of Whale**s – Artists will paint 10’ whales in Fort Lauderdale, Florida, Nationally and Internationally then all will be shipped to Fort Lauderdale. After the Festival the Whales will begin a world tour in association with OCENA Foundation, Broward County, Fort Lauderdale.

**LGBT+** - Healthcare is important to all, and in Fort Lauderdale 63% of new HIV infections are Afro-American Women. We need to spread the word and help stop HIV.

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

While the music and the setting are the stars of the show, Oceans of Soul isn't just about throwing a party. We're about building community and leaving a positive impact. Here's what else is simmering beneath the surface:

1. Local Love: **We're not just dropping in – we're partnering with local businesses**, showcasing their talents and flavors. Think fresh seafood from Fort Lauderdale's own fishermen, craft beers from nearby microbreweries, and art installations by local talents. It's about celebrating the soul of Fort Lauderdale, one bite and brushstroke at a time.

2. Sustainable Sips and Sounds: We're eco-conscious, using reusable cups, composting food waste, and even offsetting carbon emissions from travel. We believe that good vibes should go hand-in-hand with a healthy planet.

3. A Platform for Rising Stars: We're not just about established legends. Oceans of Soul is a launchpad for up-and-coming soul, R&B, and jazz artists. Imagine discovering the next big thing while sipping a cocktail on the beach – that's the magic we're brewing.

4. Education with a Groove: We're bringing music education to life with interactive workshops, talks, and jam sessions led by renowned musicians. Think of it as a masterclass with your toes in the sand – learning that's as fun as it is enriching.

5. Giving Back: We're not forgetting about those who need it most. A portion of our proceeds will go towards supporting local music programs and youth initiatives, ensuring the future of soulful expression.

So, Oceans of Soul isn't just a festival – it's a movement. It's about celebrating music, community, and Fort Lauderdale's unique spirit, all while leaving a trail of positive impact in our wake. Come join us, and let your soul be a part of something bigger than the beat.