

Tourism Sponsorship Application

For an event to be considered for funding through the Tourism Sponsorship Program a formal application must be submitted. Please complete this application and submit it to the GFLCVB representative you've spoken with.

Section 1. Event administration

All fields in section 1 of this application must be completed.

Legal name of company:	<u>City of Miramar</u>	State the company was incorporated/organized in:	<u>Florida</u>
Contact name:	<u>Kelvin L. Baker Sr.</u>	Contact email:	<u>klbaker@miramarfl.gov</u>
Contact Street, City, State, Zip:	<u>2300 Civic Center Place, Miramar, FL 33025</u>		

About Your Company

Please tell us about your organization. How many years has the company been incorporated, and what is the company's experience in producing similar events?

The City of Miramar is one of the most diverse cities in Broward county. The demographic makeup is 45.8% Black/African American including Caribbean, 35.1% Hispanic, 6.2% Asian, and 12.9% White.

Miramar is located in the south west part of Broward and serves as a gateway that connects Broward to Miami Dade County and is ideally located 30 minutes from both Miami and FTL/Hollywood International airports.

The City was incorporated in 1955 and is the 3rd largest City in land size and 5th largest City in terms of population size. The City offers the largest commerce park in the region which includes a foreign trade zone. The City is home to over 140,000 residents. (Census 2015)

The City of Miramar has a long history of producing large events and festivals that draw attendance regionally, from overseas as well as from surrounding cities. Examples include the 6th annual Latin Music Festival with over 3,000 attendance, July 4th Celebration with over 10,000 attendees, MLK Event and Parade with over 3,000 attendees, Burger & Brew drew over 3,000 attendees in the first year.

Name of event	<u>Afro-Carib Festival Celebrating Black History and Reggae Month</u>
Event date(s)	<u>Saturday, February 29, 2020</u>
Event venue(s)	<u>Miramar Regional Amphitheater, 16801 Miramar Parkway, Miramar, FL 33027</u>

Total projected room nights	<u>70</u>	This is the total number of anticipated hotel or short-term-rental room nights the event will generate within Broward County. If you do not know this number, write "unknown".
Total projected attendance	<u>4,000</u>	This is the total number of attendees you expect at the event.

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance).

If this is a new event, explain why you anticipate the numbers above.

South Florida is a melting pot of diverse cultures.

Based on the performance line up - this event will attract attendees from neighboring counties and beyond.

The acts secured have strong social followers who will travel to see their favorite performers for free.

Examples of performers' followers/reach:

- Stonebwoy (Ghana/Africa) - Instagram 2.4M and 1.6M on Facebook
- Capleton (Jamaica/Reggae) - Instagram 332,000 and 493,000 on Facebook
- Amara La Negre (Dominican/Miami) - Instagram 2.1M and 413,548 on Facebook
- Julien Believe (Bahamas) - Instagram 18,800 and 7,700 on Facebook

Based on the demographic makeup of the City of Miramar, where there is a true integration of the Caribbean and African American residents with the City, a new event was developed to celebrate both Black History month and Reggae month as one.

RSVPs to date with address included: 8 from out of state, over 100 outside of Broward county. Please note not all RSVPs included a home city. We did email the list of attendees requesting address update.

In the past, the City held separate Black History and Caribbean American Heritage events with each event drawing a crowd of 3,000 in attendance. Combining the two, will not only merge these two audiences, but will appeal to a wider group.

Describe the event's budget

- What is the total budget for the event; what are the overall sources of revenue? For example: ticket sales, sponsors (you do not have to name specific sponsors), concessions, etc.
- How will money from this application be used (for example: talent, venue rental, etc.)?

The event budget is \$153,000. The City of Miramar has committed a total of \$75,000 towards this event.

In addition, we have secured these additional vendors/sponsors totaling \$2,750 to date:

- RS Turner Enterprises - Merchandise \$250
- Paint with Faith - Merchandise \$250
- Eleven Enterprises LLC -Food Truck \$300
- Kingston Delight - Food Truck \$300
- C'bean Delicious J'can - Food Truck \$300
- Macy's - Afro Caribe - Merchandise \$250
- Bistro & Beignets - Food Truck \$300
- Spice King Tented Food - SPONSOR \$400
- Island Jerk Joint Food Truck \$300

This is a free community event, as such, the revenue sources are vendors fees, parking fees and sponsorships. Sponsors include Aetna, CES Consultants, WZOP Radio Station, Kulcha Shok Muzik, Workspace Property Trust, Klass-Ex, LLC, and we are continuing to solicit additional sponsors. The funding being requested would be used towards the overall event, primarily securing the international artists.

Proposed investment

\$50,000

This is the amount of money you're requesting in this application.

Section 2. Event plan

Please note that an attachment with answers to the questions in Section 2 may be submitted with this document; however, all questions below must be answered either on this application or the attached document. Thank you!

Describe the event

Please summarize the event, who it appeals to, and why it would be a good fit for Broward County.

This is a free event that celebrates Black History and Reggae month together and includes a concert and a vendor village with an array of food and merchandise to create a festival experience.

The artists performing at the concert include Stonebwoy from Ghana, Capleton from Jamaica, Amara La Negra from the Dominican Republic, Tone C from Panama, the Gutta Twins from Jamaica and Julian Believe from the Bahamas.

This representation of artists from different cultures and countries supports the City of Miramar's vision to celebrate the diversity in South Florida and within the City itself.

The City's mission is to develop events and functions that will distinguish Miramar and Broward County as an entertainment destination that celebrates the arts, culture and its diverse blend.

Please see link for exposure on Sun-Sentinel.com. A follow up story is also in work.

<https://www.sun-sentinel.com/community/the-trailblazer/fl-cn-miramar-black-history-month-2020-20200206-bgtlnbj2dvbxtgycwdjopyrtxu-photogallery.html>

Describe the marketing / promotional plan for the event

What is the marketing plan, what is the marketing budget, what media will be utilized, and who designed the plan?

A \$12,000 fully integrated multimedia marketing plan has been approved to target tri-county on various media platforms including:

Regional reach:

- Audio Streaming to 71,428 on Pandora/Spotify - display ads and :15 spots
- Radio ad buys targeting African Americans and Caribbean (WAVS, WHQT, 103.5 I-Heart)
- Dedicated email marketing to 39,301 opt in subscribers of the Sun Sentinel tri-county to age 16-65, likes reggae, concert goers
- Newspaper ads in Caribbean National Weekly, Westside Gazette, Legacy South Florida, Miramar News, Inside Miramar/Pembroke Pines Magazine
- Inclusion in e-newsletter sent by MIA Media group to 35,000 tri-county subscribers - weekly
- Caribbean National Weekly - dedicated e-blast to 35,000 subscribers -3x
- City Spark - listing on South Florida Community Calendar
- South Florida Caribbean News (sflcn.com) - inclusion in e-newsletter sent to 2,500
- Social media posts on all city platforms as well boosted posts tri-county targeting music enthusiasts, festival goers, 25-mile radius
- Performers posts on City social site as well as their personal social sites
- Interviews on NBC6 6-in-the-Mix, WSVN 7 Deco Drive and Good Morning Miramar TV
- Artists interview on WAVS Caribbean Radio, WEDR African American station
- 5,000 event flyer distribution tri-county by a street team
- Press release distribution to tri-county media contacts as well as on meltwater.com
- Jan 28 press conference/media kick off
- Digital billboard on I-75 and Miramar Parkway

Local reach:

- Email to 24,000 opt in City of Miramar residents
- City website - on home page and event calendar as well as Vice Mayor's page
- Signage: A Frames and Banners throughout the City 6 weeks prior to event date as well as marquee sign
- 5,000 rave cards distributed at other events including MLK event and by street team

Charity component to benefit Bahamas relief effort:

A portion of the \$10 parking fee will be donated to Food of the Poor and United Way Bahamas Relief efforts. Both Food for the Poor and United Way are promoting the event to their subscriber list ad donors as follows:

Food for the Poor:

- Newsletter to 187,000 donors
- Facebook: 391,210
- Twitter: 96,359
- LinkedIn: 4,942
- Instagram: 4,189

United Way:

- Newsletter to 55,000 donors
- Facebook: 6,000

Additional we are tracking RSVP responses on Eventbrite to determine reach by city/county.

Describe how the local tourism industry is involved

For example, are you partnering with local hotels for promotions or are local restaurants participating as vendors, etc.?

- 12 rooms (x 4 nights) booked at group discount rate at Courtyard Marriot and Residence Inn for performers and entourage.
- YW1 discount code secured with Courtyard Marriott and Residence Inn for at least 20% discount off published rates to event attendees.

Vendors secured \$2,850 secured to date:

- RS Turner Enterprises - Merchandise \$250
- Paint with Faith - Merchandise \$250
- Eleven Enterprises LLC -Food Truck \$300
- Kingston Delight - Food Truck \$300
- C'bean Delicious J'can -Food Truck \$300
- Macy's - Afro Caribe - Merchandise \$250
- Bistro & Beignets- Food Truck \$300
- Spice King Tented -Food SPONSOR \$400
- Island Jerk Joint - Food Truck \$300

Sign and date application

Kelvin Baker, Assistant City Manager, City of Miramar. 2/7/2020

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Section 1: Event administration

All fields in Section 1 of this application must be completed. Attach additional pages as needed.

Legal name of company: American Lung Association

State the company was incorporated/organized in: Illinois

Contact name: Chrissy Cohen Contact email: Chrissy.Cohen@Lung.org

Title: Executive Director Address: 2020 South Andrews Avenue

Phone #: 561-414-5587 City/St/Zip: Fort Lauderdale, FL 33316

Name of event: Las Olas Wine and Food Festival

Event date(s): April 3rd, 2020 Event venue(s): Las Olas Boulevard, between S.E.

- Y N Is one of the main purposes of this event to attract tourists to Broward County?
- Y N Will the event marketing target audiences outside of South Florida?
- Y N Do you have lodging or industry partners for this event? If YES, attach a list of partners to application.

35% What percentage of your attendees will stay overnight in Broward County?

Amount of funding requested: \$ 25,000 Total projected attendance: 3,500

Total projected room nights: 550 (Total # of anticipated hotel nights the event will generate within Broward County.)

What percentage of projected attendees reside outside of Broward/Palm Bch/Mia-Dade? 30%

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance). If this is a new event, explain why you anticipate the numbers above.

The Las Olas Wine and Food Festival is in its 25th anniversary year. A legacy event taking place in downtown Fort Lauderdale, the Festival celebrates the best of Greater Fort Lauderdale's culinary scene with over 55 participating restaurants. As an established event, the Festival has a solid following and sells out annually. On average 3,500 guests attend and, based on current sales, the event is expected to sell out once again in 2020.

Describe the event's budget

What is the total budget? What are the sources of revenue? (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used. If we don't fund this event, what impact does that have on your event?

The event budget is \$365,000, which is gained through sponsorships, group sales, client entertainment opportunities, and ticket sales. A limited quantity of tickets are sold at \$95, and the retail ticket price is \$150.

Funds received from the Tourism Development Council will be used to expand our marketing presence outside of South Florida. TDC funding would go toward a comprehensive marketing plan including, and not limited to, a paid digital campaign with geo-targeting, geo-fencing, re-targeting as well as identification of look-a-like audiences. The target audience will be in-state visitors from areas outside of South Florida as well as key states.

This is NOT the sponsorship agreement; no agreement is made between parties with this document. Page 1 of 2

About your company

Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.

For 115 years, the American Lung Association has led the fight for healthy lungs and healthy air, and is the leading organization working to save lives by improving lung health and preventing lung disease. This is accomplished through research, education and advocacy. Our work is focused on four strategic imperatives: to defeat lung cancer; to improve the air we breathe; to reduce the burden of lung disease on individuals and their families; and to eliminate tobacco use and tobacco-related diseases. The American Lung Association is a holder of the coveted 4-star rating from Charity Navigator and a Gold-Level GuideStar Member, the highest-level accolade a charity can receive.

Section 2: Event plan

All questions in Section 2 must be completed. Attach additional pages as needed.

Describe the event

In the summary, describe who the event appeals to and why it would be a good fit for Broward County.

Twenty-five years ago, the first Las Olas Wine & Food Festival took place to benefit the American Lung Association.

This year's event will take place on Friday April 3, 2020, where attendees will come together to enjoy the fantastic culinary talents of Greater Fort Lauderdale and surrounding areas, while raising money for a good cause. 100% of the proceeds benefit the American Lung Association. Guests will sip, sample and enjoy dishes from 50+ of South Florida's finest restaurants as well as more than 40 wineries and breweries, and the event is infused with more fun and excitement year after year.

Describe the marketing / promotional plan for the event.

Description should include budget, media outlets, execution methods as well as how Broward County will be promoted.

The marketing campaign for Las Olas Wine and Food Festival includes a multi-tiered approach, with a variety of TV, radio, print, and digital strategies. The campaign focuses on the event as a celebration of the best culinary talents of the Greater Fort Lauderdale area, hosted on one of Fort Lauderdale's most iconic boulevards: Las Olas Boulevard. With its long-standing history as Fort Lauderdale's legacy wine and food festival, along with current enhancements and strong growth over recent years, the Festival is well positioned for expansion.

For this event, a TV campaign airs on NBC6 and Telemundo across South Florida, and the radio partner of the event is COX.

Describe how the local tourism industry is involved.

For example, are you partnering with local hotels for promotions? Are local restaurants participating as vendors? Etc.

The Las Olas Wine & Food Festival creates visibility for Fort Lauderdale's culinary masters to potential tourists during pre, post and event day promotions. These promotions of our local restaurant and hotel partners continue year-round, enticing out of towners to join us under the stars on Las Olas Boulevard for an evening they can't turn down!

Currently, over 55 local restaurants and approximately 20 area hotels promote the event as a "must do" experience through their marketing channels. In turn, these partners are also promoted through our strong media engine.

Metrics to Evaluate Success

Specifically identify how you will measure success. Outline the metrics that will be used and identify the source. (ex. 3rd party vendor, ticket sales, gate entrance counter, etc.)

Success will be measured based on ticket sales and media impressions. CI Management will track the media impressions generated by the event and create an approved metrics report.

CI Management will also work with the ticket provider, EventBrite, to generate a recap report to identify where the attendees are from as well as additional metrics.

What format will you submit your evaluation report? 3rd Party Study Hotel Room Night Pick-up Ticket Sales Receipt

chrissy.cohen@lung.org
Digitally signed by chrissy.cohen@lung.org
DN: cn=chrissy.cohen@lung.org
Date: 2020.02.14 11:56:34 -05'00'

02/13/2020

Signature (required)

Date Submitted

WORLD CLASS WINES, SPIRITS, & CUISINE

60 of Greater Fort Lauderdale's finest restaurants and more than 45 international wineries, spirits brands, and breweries take to the streets for one night only to create a curated culinary celebration of the finest of Broward in this one of a kind celebration. With the 25th anniversary upon us, guests are in for a treat as they join together for a celebration of GREAT food, GREAT wines, all to support an INCREDIBLE CAUSE!



PARTICIPATING RESTAURANTS, HOTEL PARTNERS, & INDUSTRY PARTNERS

15th St. Fisheries
 American Social & Kitchen
 Angelo Elia Pizza Bar & Tapas
 Aruba Beach Café
 Beehive Kitchen
 Big City Tavern
 Boathouse at the Riverside
 Bodega Fort Lauderdale
 BurgerFi
 Burlock Coast
 Casa Sensei
 CateredFit
 Colada Cuban Coffee House
 Crowned Waffles
 Dunkin'
 ETARU
 Flight 19
 Gelato Petrini
 Gran Forno Pronto
 Green Bar & Kitchen
 Hard Rock Café
 Himmarshee Public House
 Indigo Restaurant Las Olas
 Java & Jam
 JWB Prime Steak and Seafood
 KURO
 Lona Cocina Tequileria
 Louie Bossi
 Lovelee Bakeshop

Ludwig Coffee
 Mastro's Ocean Club
 Men Pa'w Gourmet Hot Sauce
 Naked Crab
 Nothing Bunt Cake
 One Door East
 Papa's Raw Bar
 Pelican Landing
 Piazza Italia
 Rhythm & Vine
 Roho Kitchen
 Ruth's Chris Steak House
 SCOLAPASTA BISTRO
 Shooters Waterfront
 SpaJuiceBar
 Stache FI
 Suviche
 The Balcony on Las Olas
 The Hyppo Gourmet Ice Pops
 The Wharf Fort Lauderdale
 ThisFruta
 Timpano
 TooJay's Deli
 Township
 Tuscan Prime
 Vale Food Co
 Wild Sea Oyster Bar and Grille
 Wings of Weston
 Yolo

OFFICIAL Host Hotel: Riverside Hotel

Industry Partners:

Conrad Fort Lauderdale Beach
 The Diplomat Beach Resort
 Margaritaville Hollywood Beach Resort
 Marriott Harbor Beach Resort
 Courtyard Fort Lauderdale Beach
 Marriott Harbor Beach Resort
 Circhotel Hollywood
 Hollywood Beach Marriott
 B ocean Fort Lauderdale
 Conrad Fort Lauderdale Beach
 The Atlantic Hotel
 Icon Las Olas
 W Hotel Fort Lauderdale
 Conrad Fort Lauderdale Beach
 Bahia Mar Double Tree by Hilton
 Las Olas Grande
 Wyndham Deerfield Beach
 Embassy Suites
 Seminole Hard Rock Hotel & Casino
 Costa Del Sol

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Section 1. Event administration

All fields in section 1 of this application must be completed.

Legal name of company: CARIBBEAN Village Entertainment State the company was incorporated/organized in: FL
Contact name: LINDEL G. DOUGLAS Contact email: PRESIDENT@CARIBBEANVILLAGE.NET
Contact Street, City, State, Zip: 1461 NW 101 Terrace Plantation, FL 33322

About Your Company

Please tell us about your organization. How many years has the company been incorporated, and what is the company's experience in producing similar events?

Company was founded in 2015. We have produced 5 successful festivals annually since 2015

Name of event: CARIBBEAN Village FOOD BEER RUM FESTIVAL
Event date(s): JUNE 26 - 28, 2020
Event venue(s): MIRAMAR REGIONAL PARK AMPHITHEATER

Total projected room nights: 750 This is the total number of anticipated hotel or short-term-rental room nights the event will generate within Broward County. If you do not know this number, write "unknown".

Total projected attendance: 10,000 This is the total number of attendees you expect at the event.

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance).
If this is a new event, explain why you anticipate the numbers above.

THE EVENT HAS GROWN FROM 1000 PERSONS IN ATTENDANCE TO 6000. WE ARE MARKETING THE EVENT IN CONNECTICUT, NEW YORK, NEW JERSEY, DC AREA, NORTH CAROLINA, SOUTH CAROLINA, PA, GEORGIA, AND TEXAS. OUTSIDE THE USA BAHAMAS, JAMAICA, TRINIDAD, AND PANAMA. THIS EVENT IS NOW A DESTINATION EVENT THAT PATRONS LOOK FORWARD TO EACH YEAR.

Describe the event's budget

- What is the total budget for the event; what are the overall sources of revenue? For example: ticket sales, sponsors (you do not have to name specific sponsors), concessions, etc.
- How will money from this application be used (for example: talent, venue rental, etc.)?

BUDGET IS \$160,000

SPONSORS & VENDORS \$110,000

TICKET SALES MAKE UP THE BALANCE

MONEY FROM THIS APPLICATION WILL BE USED TO INCREASE OUR MARKETING AND INCREASE ONSITE BRANDING FOR THE EVENT. THIS WILL IMPROVE CLIENT EXPERIENCE AT THE EVENT.

Proposed investment \$25,000 This is the amount of money you're requesting in this application.

Section 2. Event plan

Please note that an attachment with answers to the questions in Section 2 may be submitted with this document; however, all questions below must be answered either on this application or the attached document. Thank you!

Describe the event

Please summarize the event, who it appeals to, and why it would be a good fit for Broward County.

THE EVENT IS THE LARGEST CELEBRATION OF CARIBBEAN AMERICAN HERITAGE MONTH IN THE USA. CARIBBEAN HERITAGE MONTH COMMEMORATION WAS ADOPTED BY THE US HOUSE OF REPRESENTATIVE IN 2005 TO RECOGNIZE THE SIGNIFICANCE OF CARIBBEAN PEOPLE AND THEIR DESCENDANTS IN THE HISTORY AND CULTURE OF THE USA. IN 2006 THE RESOLUTION PASSED THE SENATE AND WAS SIGNED BY PRESIDENT GEORGE H.W. BUSH. SINCE THEN EVERY JUNE IS DESIGNATED AS SUCH.

BROWARD COUNTY WITH IT PROXIMITY TO THE ISLANDS HAS ONE OF THE LARGEST POPULATION OF CARIBBEAN PEOPLE. THE EVENT APPEALS TO EVERYONE THAT LOVE CARIBBEAN CULTURE; MUSIC, BEERS, RUMS, & FOOD. THIS YEAR WHO WILL WIDEN OVER APPEAL TO THE LATIN CARIBBEAN.

Describe the marketing / promotional plan for the event

What is the marketing plan, what is the marketing budget, what media will be utilized, and who designed the plan?

THE MARKETING plan for the FESTIVAL is to use SOCIAL MEDIA TO REACH our target MARKET. DRIVE THE MESSAGE HOME utilizing radio and print media in the last three months. SOCIAL MEDIA will consist of 30-60 second videos featuring the FOOD, RUM AND BEER AT THE FESTIVAL. WE USE professional chefs from the various ISLANDS AND MIXOLOGISTS to showcase AND excite the potential PATRONS. Our PR person gets several write up in the Online & ^{print} media to bring attention to the festival. THE MARKETING budget is \$40,000

LOCAL MARKETING: includes onsite promotions at restaurants, BARS, Supermarkets, AND other popular local businesses. We also have appearances on NBC6, ABC, MIRAMAR TV and Channel 7.

The last two years we partnered with I HEART MEDIA 103.5 THE BOAT. We have also developed strategic partnership with social influencers and DJ across the country and the Caribbean to help promote the festival.

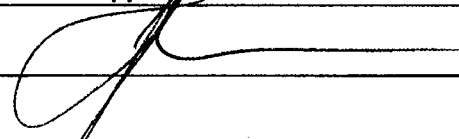
THE MARKET plan is designed by our Marketing department based on years of research on what ~~was~~ worked for us.

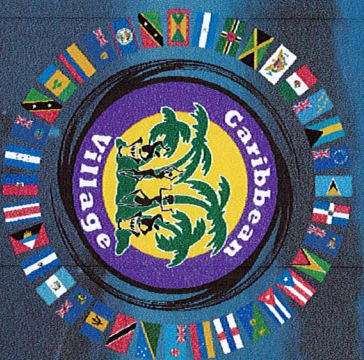
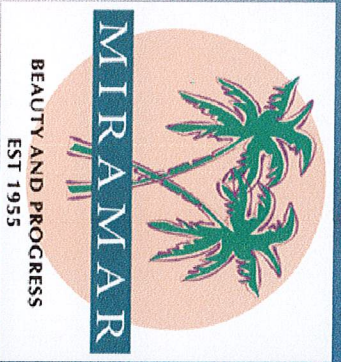
Describe how the local tourism industry is involved

For example, are you partnering with local hotels for promotions or are local restaurants participating as vendors, etc.?

We have partnership with three local hotels that helps us promote the event. AND over 10 local restaurants that participate yearly in the festival. WE BELIEVE THE FESTIVAL HIGHLIGHTS Broward County AS A PLACE TO VISIT AND WITH YOUR HELP WE CAN HAVE A GREATER IMPACT.

Sign and date application

 11/14/2019



CULTURE | FOOD | MUSIC

TasteTheBeers.com

2020 SPONSORSHIP OPPORTUNITIES

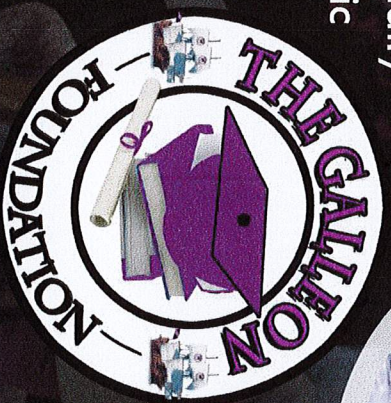
June 26-28, 2020 | Miramar Regional Park Amphitheater | 16801 Miramar Pkwy., Miramar, FL 33027

About

Caribbean Village Festival

The Caribbean Village Festival is a family-friendly event that features live Caribbean music and entertainment for the entire family including arts and crafts, food tasting, Caribbean beers, and cook-off competitions.

This distinctive event helps **The Gallion Foundation**; A non-profit organization that provides assistance to financially disadvantaged children at specific schools through scholarship and mentorship programs.



The Galleon Foundation

The Galleon Foundation is a not-for-profit Florida corporation, duly recorded in accordance with the laws of the state of Florida, located in Plantation, Florida. It has a 501(c)(3) Status.

The foundation's main focus is education- offering financial scholarships to disadvantaged students. Consequently, the foundation's core mission is to provide much needed assistance to financially disadvantaged children at specific schools. Our ongoing work ensures that these children have access to a great education and are prepared for success.

Scholarships go towards tuition, books, lunches, uniforms, mentoring programs, after school activities, homework assistance & tutoring.

VISION STATEMENT

A world where all disadvantaged children are able a great education.

