

# Tourism Sponsorship Funding Request Evaluation

This form is for *internal evaluation* and funding recommendation to the CVB President and/or TDC.

Legal Name of Company:

Name of Event:

Funding Request:  Funded Prior Years:  Y  N

Event Date(s):  If Yes, when & amount:

Event Location (City/Venue):

Has this event been held before:  Y  N If yes, when?

If yes, provide event history:

Local Hotels &/or other partners being used (e.g. restaurants):  Y  N If yes, please state:

Total attendees:  Total Room Nights:

Out-of-County attendees:  EEI Value:

Are there other Sponsors?  Y  N If yes, who and amount:

If not funded by Broward County, will they still stage the event?  Y  N

How will this event promote and enhance Broward County's reputation as an attractive destination for tourists?

The purpose of this Provincetown city wide activation is to brand Visit Lauderdale and Greater Fort Lauderdale as a destination that Welcomes Every One Under The Sun. The LGBT+ traveler that visits Provincetown is a high income traveler that we are targeting. Provincetown is a major lgbt+ destination.

Additional Information:

Visit Lauderdale will be branded throughout the destination from Holly Folly Dec 01-03, 2023 to Carnival Week August 17-24, 2024. Last year Provincetown received 2.8 million visitors.

Staff Review & Comments:

This will be the first time a destination has executed a marketing and branding in another destination

GFLCVB Recommends Funding:  Y  N

Recommended Amount: \$190,000

Included in GFLCVB Budget:  Y  N

If no, request will be sent to TDC meeting dated:

November 16, 2023

Evaluation Form completed by: Richard Gray

Date: October 11, 2023

CEO Sign-off on recommendation:

Ritter, Stacy

Digitally signed by Ritter,  
Stacy  
Date: 2023.10.14:59:34  
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