

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:

The event was held in 2022 and generated 250 attendees. It featured international known speakers and generated a lot of buzz since it is the opening event for the Orange Blossom Classic weekend which brought thousands of visitors to Broward County and was broadcast Nationwide.

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

Local restaurants and hotels are being used for the celebrity and guest panelists that come in from all over the country.

Total attendees: Total Room Nights:

Out-of-County attendees: EEI Value:

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

Sponsors providing 50K
Sponsors are
Dennys
Celsius
AARP
Blizin Sumberg

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?

Celebrity Guests and panels have big followings, segments of the elevation event will be shown during the nationally televised game.

The event is an ideal fit for Broward County because attendees make up a diverse population and appeals to all ages and demographics. The message we wish to convey is that Broward County is a place for everyone. The historical relevance of the event is of equal significance.

Additional Information:

The Elevation Experience is a diverse and inclusive initiative which targets women. At the core, the driving mission is to equip the hearts of female leaders nationwide. Hear from 15 plus World Class leaders to share advice and give tools to other entrepreneurs. The Orange Blossom Classic's mission is to generate tourism for South Florida, and grow the economic impact for small businesses via the Business Unite program, and educate attendees of all ages and the community as a whole.

Staff Review & Comments:

By branding this women's event as the Visit Lauderdale Elevation Experience, we are showing our commitment to supporting Multi Cultural High Impact events all over the county. The Orange Blossom Classic generated over 17 million dollars in economic impact last year. This event allows us to engage local business and educate them on bringing business to Broward County. Both Elevation event and the Orange Blossom Classic brings business during the off season.

GFLCVB Recommends Funding: Y N

Recommended Amount: \$25,000

Included in GFLCVB Budget: Y N

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

May 31, 2023

Evaluation Form completed by:

NEKAISHA MOHAN

Date:

May 19, 2023

CEO Sign-off on recommendation:

Ritter, Stacy

Digitally signed by Ritter, Stacy
Date: 2023.05.19 16:20:48 -0400

Date: