

Tourism Event Sponsorship Application

For an event to be considered for funding through the Tourism Event Sponsorship Program a formal application must be submitted no later than six months prior to the start of the Event. Please review the "Tourism Event Sponsorship Guidelines" for more information.

Section 1: Event administration

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

Legal name of company: City of Miramar

State the company was incorporated/organized in: Florida

Contact name: Kelvin L. Baker

Contact email: klbaker@miramarfl.gov

Title: Assistant City Manager

Address: 2300 Civic Center Place

Phone #: 954-883-6888

City/St/Zip: Miramar, FL, 33025

Name of event: Miramar Afro-Carib Festival

Event date(s): February 26, 2022

Event venue(s): Miramar Regional Amphitheater

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 hotel or other lodging partners for this event? If YES, attach a list to application.

30% What percentage of your attendees will stay overnight in Broward County?

Amount of funding requested: \$ 50,000

Total projected attendance: 4,000

Total projected room nights: 70

(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 Miramar Afro-Carib Festival is being produced to be the City's Signature Event with a performance lineup that will attract concertgoers from near and far. The inaugural event was held in 2019 and had several international artists such as Stonebwoy from Ghana, Africa, award winning Jamaican artist Capleton, Dominican Singer and T.V. Personality Amara La Negra and Julien Believe from the Bahamas, who has a huge following in the US like the others. Combined these artists and other that performed have over 4.8m Instagram followers and 2.9m on Facebook. The demographic make up of the City of Miramar is an integration of the Caribbean and African American residents and our events have historically attracted the

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 approximately \$150,000.00, the City of Miramar has committed a total of \$75,000 towards this event. Our goal is to secure sponsorships and grants to help fund the event. Sponsors for the 2019 Carib-Fest included Aetna, CES Consultants, WZOP Radio, Kulcha Shok Muzik, Workspace Property Trust, Klass-Ex LLC. The funding being requested by way of this application would be used towards the overall event primarily, the marketing of the event and securing the caliber of artists that will attract local and non-local concertgoers.

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.

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. 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) 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 the Miami and FTL/Hollywood International airports. 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

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. If this is not the first year the event is taking place, be sure to explain why a GFLCVB sponsorship is needed.

The event is a free concert in the City's Amphitheater that is held to celebrate Caribbean American, Black History and Reggae month combined. It includes a diverse vendor village providing an array of food and merchandise to further the diversity of the Caribbean and African American culture. The inaugural concert included 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

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.

We will seek to use local and national media sources including publications and electronic media to promote the event. Social media will be heavily utilized as well. A \$15,000 fully integrated multimedia marketing plan for various media platforms will include:

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

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.

At minimum, we anticipate booking 15 or more rooms for the 2022 event for the performers and their entourage, in 2019, 12 rooms were booked for multiple nights. We look to seek sponsorships from local hotels, various flags, by way of promoting discounts off the published rates in form of packages which will include discounts or bonuses from local restaurants and/or attractions. In addition we seek to incorporate local businesses to partake in the vendor village. In 2019, 12 local concession vendors were secured to participate in the event, mostly selling merchandise, food and beverages. This upcoming year, we will incorporate CoVid-19 efforts such as on-site testing and vaccines.

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.)

Even though the event is free, turnstiles will be utilized to track the attendance. The demographic data will be collected from the registrations received through EventBrite.

What format will you submit your evaluation report? 3rd Party Study Hotel Room Night Pick-up Ticket Sales Receipt Other: Turnstile Numbers and EventBrite Reports

DocuSigned by:

Elizabeth Valera

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Signature (required)

6/22/2021

Date Submitted