

Tourism Event Sponsorship Application

For an event to be considered for funding, all sections of the application must be completed. Missing information will delay review. Additional supporting documentation (such as prior year's performance of room nights generated) are strongly encouraged.

Section 1. Profile

Legal name of company	SALSA FESTIVAL INTERNATIONAL LLC
State the company was incorporated/organized in	Florida

Contact name	Ilsa M. Almodovar
Title	AMBR
Phone #	305-321-1087
Contact email	melinasalsa@gmail.com
Address	1934 Hollywood Blvd. STE 201
City/St/Zip	33020

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.

Salsa Festival International started in 2014 but not under this name. We started with our first Hollywood Salsa Fest in March of 2014 at Arts Park at Hollywood Circle. Our first event brought 3,000 people and as we saw the need for a Latin Festival that celebrated salsa music we were eager to continue every year. The City of Hollywood agreed and we kept producing it with their support every second Saturday in April excluding 2020 and 2021. Every year it has grown exponentially. We did not produce the event in 2020 and 2021 because of the pandemic, but in 2022 we came back stronger than ever with a record crowd of 12,000 people. We have also produced for two years now the Hollywood West Salsa Fest along with the City of Hollywood as well and several events for artists and bands around the Miami and Broward area. Also producing with the City of Miami Beach the Miami Beach Salsa Fest for 10 years. The company Salsa Festival International has been active since 2022 we worked under Almodovar Musica LLC from 2014 to 2022 until we decided to create a LLC for the Salsa Festivals we create.

Name of Event	HOLLYWOOD SALSA FEST
Event Date(s)	April 13th, 2024
Event venue(s)	Arts Park at Young Circle

Proposed amount of sponsorship investment:	\$10,000
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Section 2. About the event

Describe the event and how the local tourism industry is involved.

Describe who the event appeals to and why it would be a good fit for Broward County. Describe what tourism partners are involved. (For example, are you partnering with local hotels for promotions? Are local restaurants participating?)

This event appeals to Latinos and Salsa music lovers from all over the world. It has proven very effective for Broward County putting this area on the map on the world stage. People come from Puerto Rico, Cuba, Panama, Colombia, Venezuela, Peru and many Latin American countries as well as many states like New York and California and many places in Florida like Orlando, Cape Coral, and Tampa to experience the magnitude and joy of this event. We have partnered with the Sonder Hotel and the Harrison Hotel in the past. Additionally we have partnered with many Hollywood restaurants and businesses like Tardes Caleñas, Cabo Blanco, Spice Resto Lounge, Dragtixs, Cuenca Cigars, Legends Cafe and many more. We have a proven record in the city since we have been producing the event for nine years .. 2025 will be our 10th anniversary at the same location we started and plan to stay in Arts Park at Hollywood Circle in Broward County, Hollywood FL. for as many years as possible. Our partnership with the City of Hollywood is invaluable for the success of this event. We know without this partnership it would not be possible.

Is one of the main purposes of this event to attract tourists to Broward County?

Yes

No

Explain why:

We have created a event that appeals to Latin people and people in general that love Salsa music and Latin culture .. Salsa is a universal language and many people love it from all over the world. We have brought in artists from Colombia, Puerto Rico and Peru and this in turn brings people from those countries and promotes Broward County and Hollywood FL. to the world.

Describe the event's budget

What is the total budget? List all sources of revenue (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used.

The Total Budget for the event is \$100,000 dollars estimated budget. The event is free to the public we do not sell tickets as this is a free event for the community. We do look for sponsorship dollars from businesses and vendors and promote their brands through our promotional avenues for event. This funding will be used to pay for sound system for event and to pay for talent for said event. Additionally to pay for production costs like, police officers, porto potties, backline for musical artists and promotion to bring more patrons for other countries.

If Visit Lauderdale does not fund this event, what impact does that have on the event?

If Visit Lauderdale funds this event it will have a huge impact on the event as it will help us to grow and get to many more people. It will also help us create a better event and experience for our loyal followers that make the pilgrimage every year to the City of Hollywood And Broward County to experience our event.

Section 3. Event metrics

Total projected attendance:	10,000
What percentage of your attendees will stay overnight in Broward County?	25%
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	35%

Do you have hotel or other lodging partners for this event?	Yes	<input checked="" type="checkbox"/> No
If yes, please list the hotel partner(s): (If you need more room, you can attach a list of hotels here instead).	At this point we are working on a partnership with the Sonder Circ Hotel but we have not secured this yet.	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	64	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	100	

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 in detail why you anticipate the numbers above.	
We have partnered in the past with the Sonder Circ Hotel for three years in a row offering them promotion as our official hotel. We estimate that each year at the Sonder has had more than 30 nights and room stays for our event. We know people have stayed at the Harrison Hotel and the Margaritaville hotel. Before the festival many people call to ask about where they can stay around the festival. We estimate that many people from out of town stay in Hollywood FL. and adjacent towns like Ft. Lauderdale as well as other cities in Broward County. However we can ask the Sonder for a more detailed account of such numbers.	
Attach documentation showing prior year's performance.	
<ul style="list-style-type: none"> If this event occurred in the past, this information is required. If this is a new event, information from a comparable event is recommended. 	

Section 4: Event promotion

Will the event marketing target audiences outside of South Florida?	x Yes	No
Describe the marketing / promotional plan for the event. Description should include marketing budget, media outlets, execution methods as well as how Broward County will be promoted.		
<p>We will promote Broward County to the fullest in all our flyers, promotional videos, and at the event. We have a Marketing Plan in conjunction with the City of Hollywood that we always put in place three months before the event that targets all cities in Florida and outside Florida and the USA . Melina Almodóvar our producer and also artist of the event has a social media following of more than half a million Salsa Lovers of her music and this event from all over the world and Latin America. She is the main influencer of the event and also all artists are required to post and promote the event on all their social media. The event production has allotted a budget of \$5000 dollars to promotion and for a media tour 3 weeks before event. Also in the past radio adds and public service announcements have been very effective in bringing people to the event. In addition the City of Hollywood has helped immensely and the City's CRA as well with a marketing strategy and budget with their media buys. We have in the past and plan to this year purchase social media adds on Facebook and Instagram as well as promotion on local radio station EL SOL and Z92 as well as NPR and WNRN.</p>		
Specify all proposed deliverables Broward County will receive with this sponsorship. (Examples: Visit Lauderdale logo included in six-month digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; etc.)		
<p>We will add the Visit Lauderdale to our three month media campaign in this manner; Logo on all flyers and promotional videos of event as main sponsor. Flyers go out to more than 550K people on social media Facebook.com/melinasalsa and instagram.com/melinasalsamusic also the event's social media pages @hollywoodsalsafest and www.hollywoodsalsafest.com Logo on all press releases of event that go to more than 1000 contacts on our publicists MINAYA PR mailing list here and in many countries abroad. Mentions in television as main sponsor and any interview Melina Almodóvar and any artists go on to promote this event. Logo on any billboards and or posters around the City of Hollywood and Broward County provided by the City of Hollywood's communications department. Also any and all campaigns the City of Hollywood provides for said event.</p>		
Metrics to Evaluate Success Specifically identify how you propose Visit Lauderdale should measure a successful investment of sponsorship funds with respect to your event. Outline the metrics that will be used and identify how you will provide proof-of-performance prior to payment. (Examples: 3rd party certified study demonstrating number of hotel room nights consumed and attendee demographics; ticket sales numbers including zip code information; gate entrance counter with surveys to determine number of out-of-town visitors; etc.)		
<p>When we partner with Sonder or any hotel we will ask for a report of nights purchased for our event and we will report back to Visit Lauderdale. We will ask the Arts Park and the City of Hollywood to give us a written statement of how many people attended the event. We will to the best of our ability gather information on where our patrons come from. We will ask patrons from other countries to give testimonials as of their experience at the event and how they heard about it and the experience at the event and in Broward County.</p>		

Attach any additional information here:

<i>Melina Almodovar</i>	1/24/2024 4:54:07 AM PST
Signature	Date