

PRESENTATION TO THE BROWARD COUNTY TOC

Blue Angels Return!

The Fort Lauderdale Air Show returned to Fort Lauderdale Beach on May 4-5, 2019 for the fourth consecutive year and soared through mostly sunny skies. Hundreds of thousands of spectators watched from the beach, boats, hotel balconies, condo towers, rooftops and backyards to see the return of the U.S. Navy Blue Angels to South Florida's largest and most popular spectator event.



Show Highlights – A True Community Event

- Major beach event hosted in the shoulder season (first weekend in May)
- Promotes the destination to both local "staycationers" and out of town visitors
- Free show for the public and guests of local beach hotels and restaurants
- Engagement with local schools
- Supports our Military and highlights our community appreciation
- Builds a sense of local community pride as "our signature event"
- Focus on building family-friendly programming and show environment
- Minimize impact on the local community reduced footprint and traffic

FORT LAUDERDALE BEACH, FLORIDA

Community Engagement

Supported multiple local charities

- **☆** Crockett Foundation
- WC Handy Foundation Inc.
- ☆ Boys and Girls Club



It has been a challenging flight!

- 2012 Thunderbirds headlined, short shortened Saturday, cancelled Sunday by weather
- 2013 Thunderbirds scheduled, sequestration cancelled nationwide military air show support
- 2014 Could not host show due to airport runway construction
- 2015 Could not host show due to A1A reconstruction because of Hurricane Sandy damage
- 2016 Air Show a big success, 3 jet demo teams and the debut of the F-35
- 2017 Another successful year, Snowbirds headlined, great weather
- 2018 Thunderbirds scheduled, cancelled due to crash and pilot death one month before
- 2019 Blue Angels headlined, successful show, financial challenges due to forecast and loss of Ford

2019 Geographic and Visitor Info

from FortLauderdaleAirShow.com - May 7, 2018 to May 6, 2019

- 326,823 sessions
- 219,980 unique visitors (users)
- 15,350 where-to-stay page visits
- 13,776 sessions from outside the USA
- 43,615 sessions from outside Florida
- 269,432 sessions from inside Florida

269,432 Florida visits came from:

- 206,074 from Fort Lauderdale/Miami
- 24,208 from Palm Beach.Ft. Pierce
- 19,660 from Tampa Bay area
- 14,472 from Orlando/Central FL
 - 3,100 from Fort Myers/Naples
- 1,918 from elsewhere in Florida

Significant traffic from outside the country, state and the county

Host Hotels



FORT LAUDERDALE

The best place to stay during air show weekend is where the performers stay, at one of our host hotels! It's your best chance to meet some of the pilots, get an autograph or even snap a selfie. The Fort Lauderdale Air Show sponsored by the Greater Fort Lauderdale Convention and Visitors Bureau is proud to partner with the hotels listed below to host the flight team performing at this year's event. Turn air show weekend into a fabulous vacation or staycation experience during the Fort Lauderdale Air Show and enjoy special rates for air show weekend.



Air Show Website Host Hotel Page

- Worked with 8 different beach hotel properties
- Drove traffic directly to their respective websites
- Over 15,000 visits to the host hotel page

From WAC Research Study

- 26% of those surveyed paid for lodging
- Average hotel spend of those surveyed was \$848
- Average stay of those surveyed was 4 nights
- ☆ 49% of those surveyed attended for the first time

Media Exposure

AS OF JUNE 19TH, 2019

- Print I million impressions
 Compared to 2018's: 2.9 million impressions
- Television 8.8 million impressions

 Compared to 2018's: 1.2 million impressions
- Online 1.61 billion impressions
 Compared to 2018's: 247.7 million impressions
- Total -1.62 billion impressions

Every tracked impression included "Fort Lauderdale"

FORT LAUDERDALE BEACH, FLORIDA



Mon, April 29, 2019

U.S. Navy Blue Angels to Fly Over Spaceship Earth at Epcot on May 2



Guests visiting Epcot on May 2 will have the rare opportunity to see some of the world's best pilots in action during their Walt Disney World Resort vacation when the U.S. Navy Blue Angels fly over the park's iconic Spaceship Earth attraction.

In honor of Military Appreciation Month, The U.S. Navy Blue Angels are scheduled to make two flight passes over Epcot on the morning of Thursday, May 2 before continuing their flight to the Fort Lauderdale Air Show in Florida. If you're planning to be at Epcot for the flyovers, a great viewing area will be between Spaceship Earth and the entrance to World Showcase.

PRE-SHOW DISNEY EPCOT FLYOUER



Extensive media exposure before, during and after the event



SOCIAL MEDIA HIGHLIGHTS

Municipal Support Cost Detail

Department	Cost of Services		
Police	\$99,367.50		
Parking	\$12,902.00		
Fire EMS	\$45,744.11		
Ocean Rescue	\$16,735.17		
Parks and Recreation	\$26,454.32		
Total Municipal Support Costs	\$201,203.10		

The majority of municipal costs are to support the free viewing areas on Fort Lauderdale Beach

2019 MUNICIPAL SUPPORT COSTS



2020 TDC Support Request

\$125,000 to support the 2020 event featuring the USAF Thunderbirds





Attendee Intercept Report May 4-5, 2019

Your One-Stop-Shop for Insights





Overview

Overview

The 2019 Fort Lauderdale Airshow was held in Ft. Lauderdale on May 4-5. As such, the Fort Lauderdale Airshow management was interested in understanding the ROI of the airshow. Specifically, where are attendees coming from, how much they spend, what else do they do while attending the airshow, are they local to the area, have they attended in the past, etc.

Methodology

Interviewers were positioned in three locations: in front of hotels, by the beach and parking lots. 300 responses were collected in 2018 and 312 responses were collected in 2019.

Target Audience

Those attending the event as a general admission spectator or as a flight club VIP spectator were included in the interviews.



Summary

The Fort Lauderdale Airshow had a positive economic impact on Ft. Lauderdale as more than two-thirds (67%) of those interviewed said their trip to Ft. Lauderdale was due to the Airshow, with 26% paying for lodging. Additionally, those who attended the Airshow spent on average \$532 while at the event. But those who paid for lodging spent an average of \$1,424 representing a 63% increase in spend.

More than half attended the Airshow on Saturday with 60% and 60% planned to attend on Sunday.

Most of the attendees were local residents but of the 25% who were from another state, most came from NY.

On average, 67% stated that they attended the Fort Lauderdale Airshow before and among this group, 55% will definitely/most likely be back next year, which is significantly higher than those who attended for the first time.

In line with the those who are prior attendees, most learned about the Airshow from attending previous airshows, followed by word of mouth.

Those who are local have the most people in their travel party (6) while seasonal residents have the least (2).

The Westin topped the list of hotels that attendees stayed at and most booked their reservation directly with the hotel website.

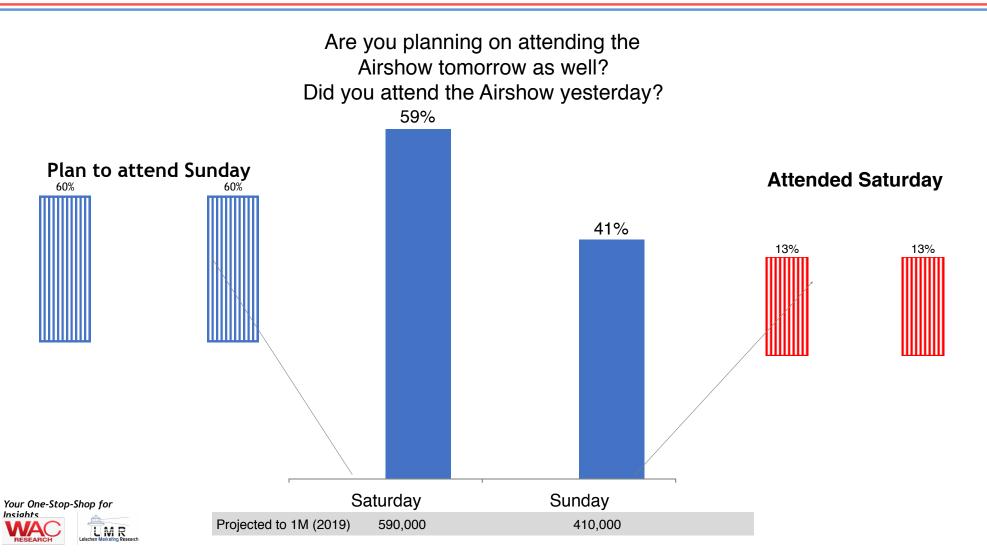
Planned spend was an average of \$532 with the highest spend from those out of state (\$1,470). Broken out, average spend for lodging was \$848 and for food/drink was \$284, with the lowest spend on parking at \$37.

Nearly all (82%) were aware that the Blue Angels were headlining the AirShow.

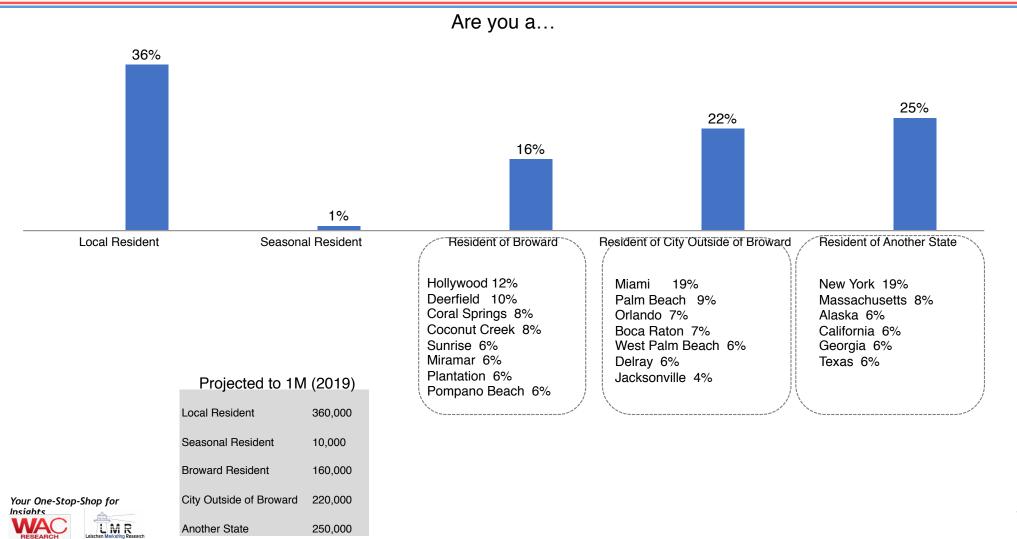
Positively, 68% are likely to attend the Airshow in the next 2 years, and more (74%) are likely to encourage a friend to attend.



Day of Attendance

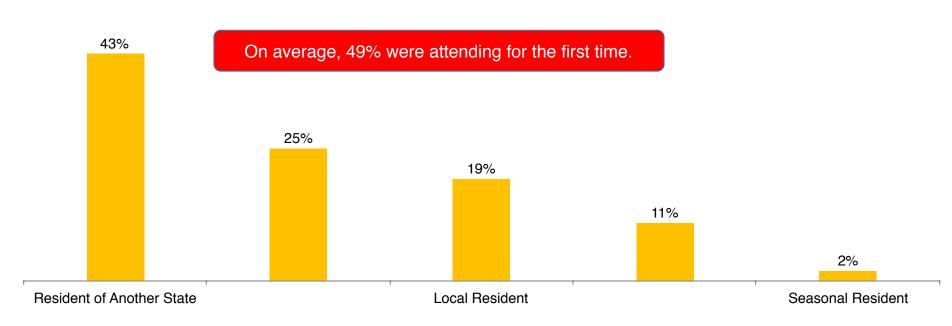


Type of Attendee



First Time Attended vs. Type of Attendee

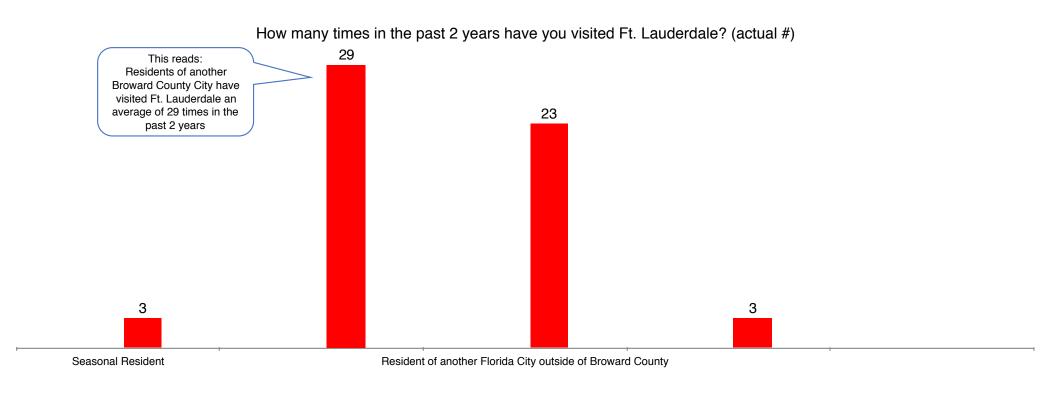
Was this your first time attending the Ft. Lauderdale Airshow? Are you a...



Projected to 1M (2019) 214,312 124,600 94,696 54,824 9,968



Times Visited Ft. Lauderdale in Past 2 Years vs. Type of Attendee

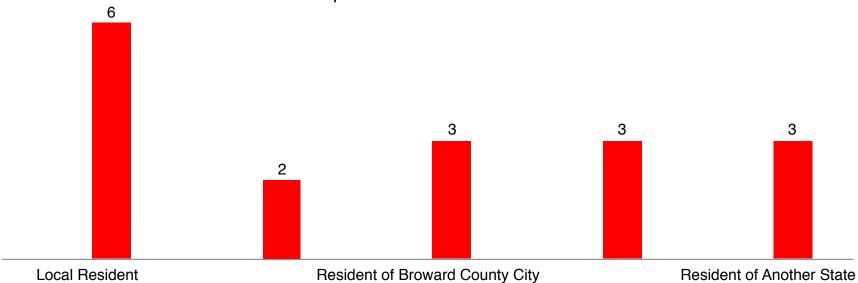






In Travel Party vs. Type of Attendee

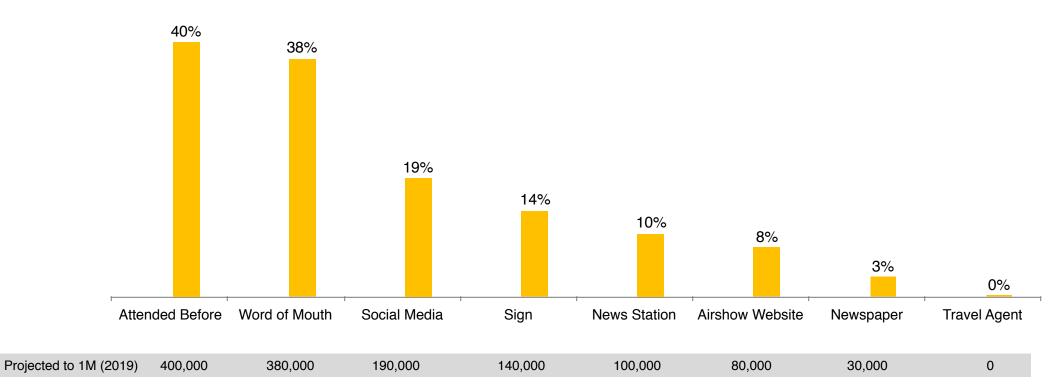
How many people are in your travel party? Reminder, we are defining a travel party as a group for which expenditures are combined.





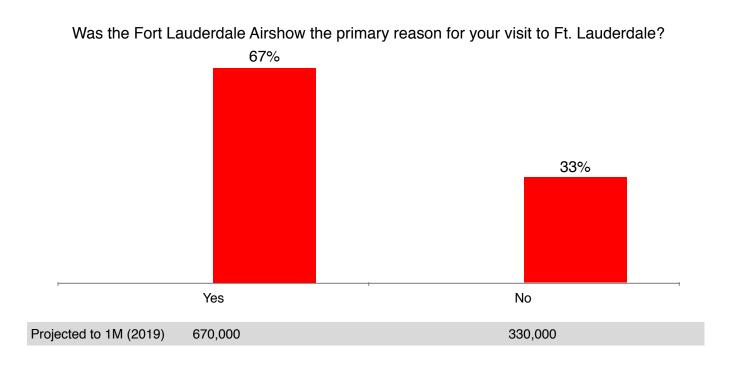
Awareness





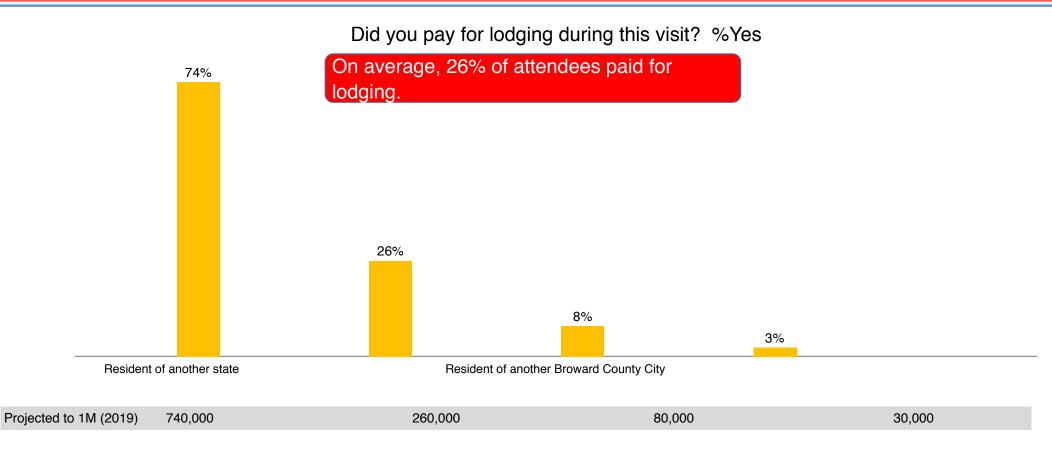


Reason For Visit



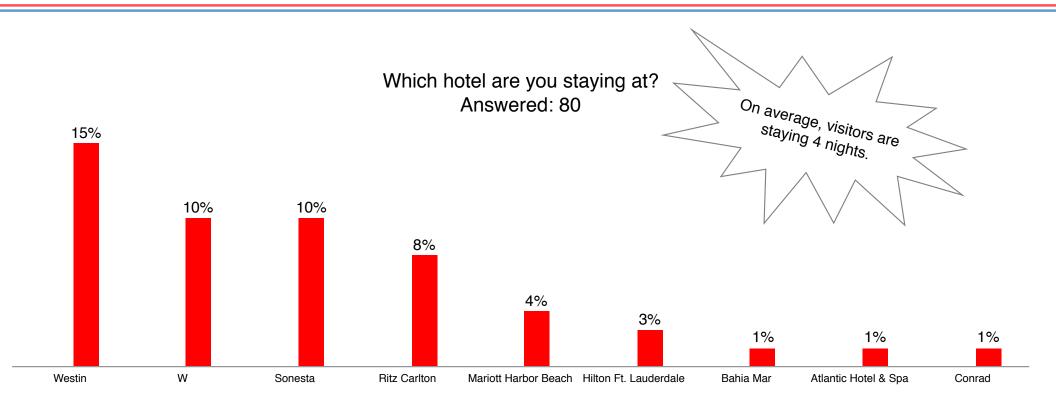


Lodging



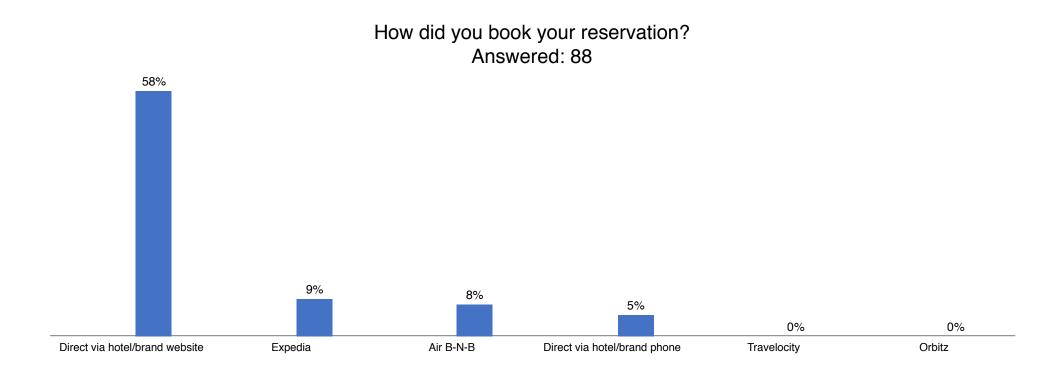


Hotels



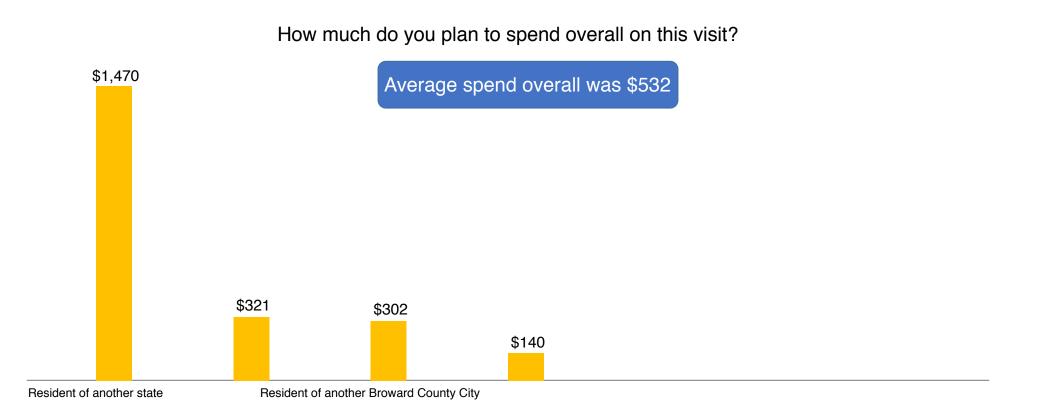


Reservations





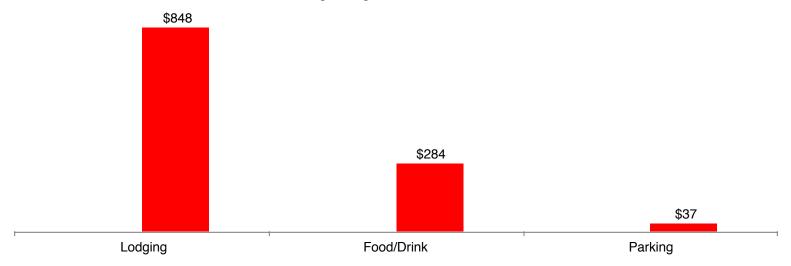
Spend





Spend on Lodging, Parking, Food

Can you tell me the approximate amount of money that you and your party plan to spend in each of the following categories? Answered: 301

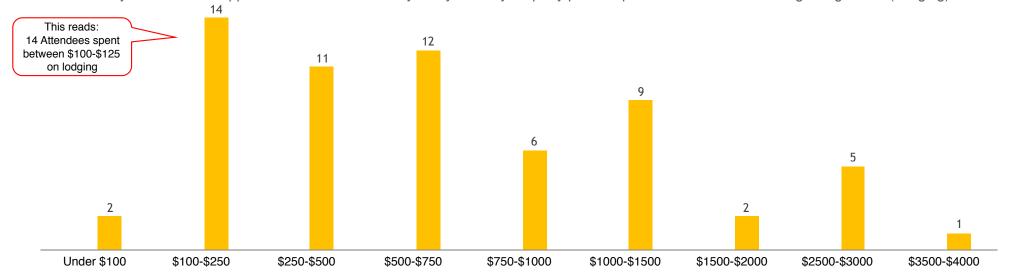




Spend on Lodging

The average spent on lodging was \$848.

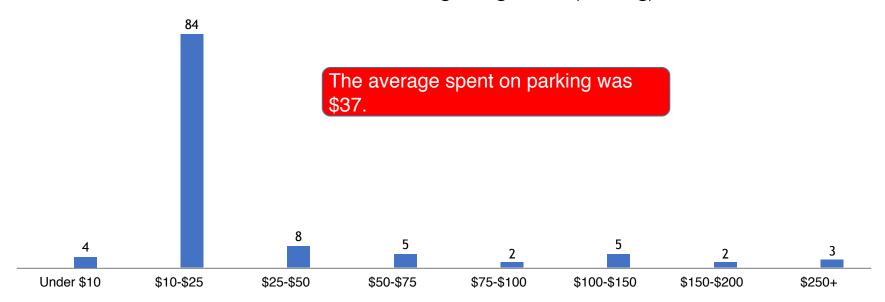
Can you tell me the approximate amount of money that you and your party plan to spend in each of the following categories? (Lodging)





Spend on Parking

Can you tell me the approximate amount of money that you and your party plan to spend in each of the following categories? (Parking)





Spend on Food/Drink

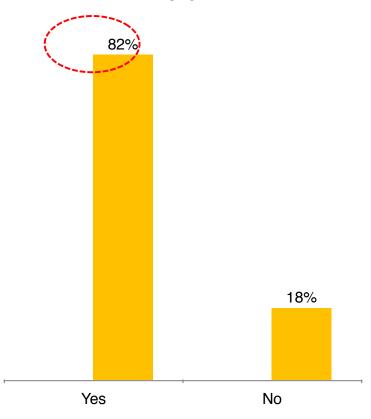
Can you tell me the approximate amount of money that you and your party plan to spend in each of the following categories? (Food/Drink)





Blue Angels

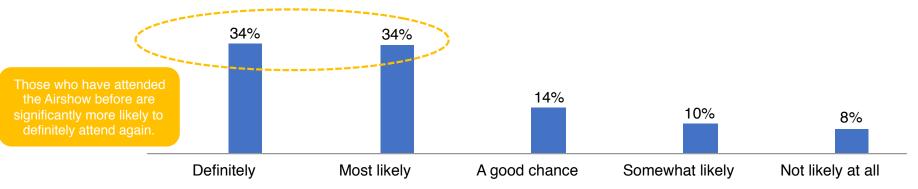
Did you know the U.S. Navy Blue Angels will be headlining the 2019 Fort Lauderdale Airshow?



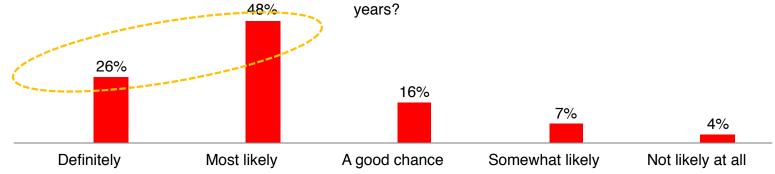


Future Intent





What is the likelihood that you will encourage a friend to attend the Fort Lauderdale Airshow again in the next 2





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

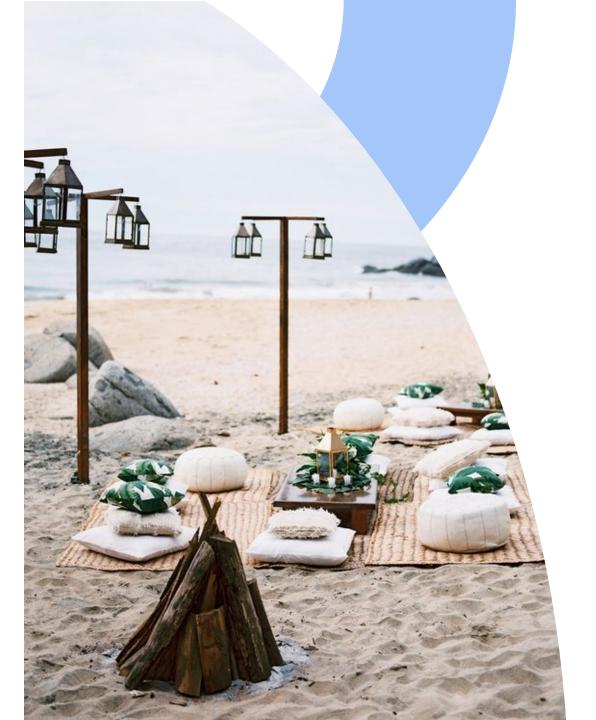
All fields in section 1 of this application must be completed.

Legal name of	State the company was
company:	incorporated/organized in:
Contact name:	Contact email:
Contact Street, City,	
State, Zip:	
About Your Company	
	ation. How many years has the company been incorporated, and what is the company's
experience in producing similar e	events?
Name of event	
Event date(s)	
Event venue/c\	
	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
Total projected room nights	
Total projected room nights _	Know this number, write unknown .
Total projected attendance	This is the total number of attendees you expect at the event.
_	
Why do you expect these num	ibers?
If this is an established event, p	please detail the prior performance of the event (room nights and/or attendance).
	yhy you anticipate the numbers above.
, ,	

	vent; what are the overall sources of revenue? For example: ticket sales, sponsors		
 (you do not have to name specific : How will money from this application 	ion be used (for example: talent, venue rental, etc.)?		
Tiow will money from this applicati	ion be used (for example: talent, venue rental, etc.):		
Proposed investment	This is the amount of money you're requesting in this application.		
Section 2. Event plan			
Please note that an attachment with a			
	,		
Describe the event	appeals to and why it would be a good fit for Proward County		
Flease summanze the event, who it ap	peals to, and why it would be a good lit for broward county.		

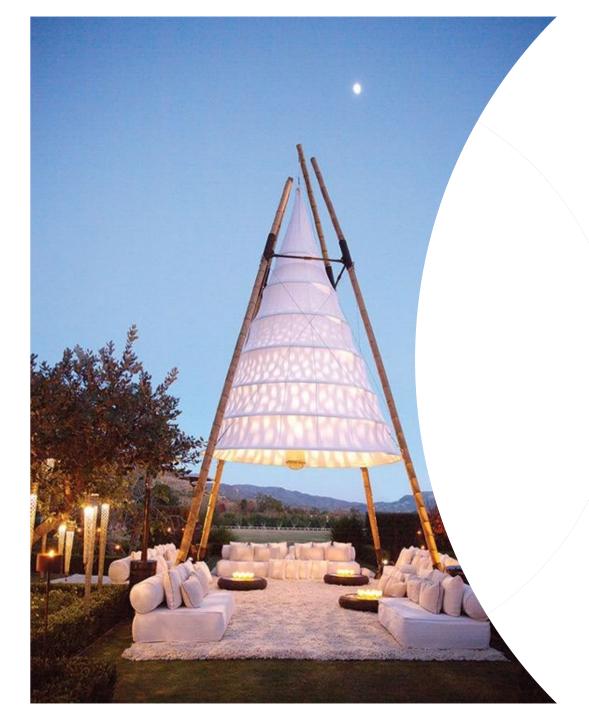
	ne marketing / prom e marketing plan, wh			a will be utilized, an	nd who designed the	plan?
	01 /		<u> </u>	,	<u> </u>	
	ow the local tourism					J
or examp	le, are you partnering	3 with local notels for	r promotions or ai	re local restaurants	participating as vent	iors, etc.?
ign and d	ate application					

SEAGLASS A FORT LAUDERDALE ROSÉ EXPERIENCE



The Experience

- SEAGLASS | A Greater Fort Lauderdale Rosé Experience
- Benefiting the AutoNation #DrivePink initiative and the Breast Cancer Research Foundation
- Hosted by *Venice* Magazine, the premier lifestyle publication in Fort Lauderdale
- Planned to be held annually, the first full weekend in February
- Beginning as a three-day event immersing guests in a oneof-a-kind experience on the sands of Fort Lauderdale Beach -- with the Atlantic Ocean and Hilton Fort Lauderdale Beach Resort as the backdrops.



#SEAGLASSFTL 2020 AT A GLANCE

- Inaugural event kicks off February 7-9, 2020
- ₹ 600+ Attendees Expected
- 30+ exclusive Rosé varietals poured
- 20+ winemakers, spirits producers, chefs and local luminaries
- Aggressive marketing and media campaign to create awareness and drive ticket sales



Fort Lauderdale's coastal environment, luxury lifestyles, beautiful beachfront and year-round tropical climate make it the perfect backdrop for this first-of-its-kind rosé experience.

BEYOND EVENT WEEKEND

- National Rosé Day
 - June 13, 2020 (Annually Second Saturday in June)
 - Pop-up events
 - T Cross promotions/sweeps opportunities for 2021 SEAGLASS
- Buzzworthy cross promotions during signature Fort Lauderdale events
- Strategically curated events throughout the year tied back to SEAGLASS weekend and signed partner/sponsor initiatives.



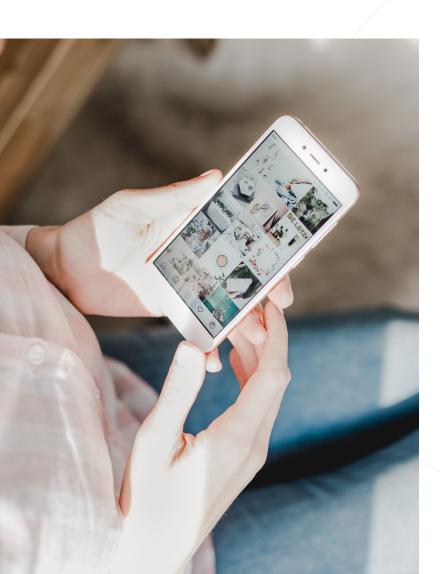


SEAGLASS COMMUNICATIONS

All internal and external communications (i.e., branding, marketing, advertising, public relations, social media, etc.) are managed and led by the SEAGLASS team.

Channels

- ₹ Website
- ₱ Dedicated eblasts
- Social Media
- Post-Event Recap



MARKETING

Timeline

- September: Website Launch; Experience Details Available to the Public
- Early-Mid October: Tickets On Sale
- October-November: Cross Promotions Executed
- November-February: Peak Season

Valuable Assets (Sample)

- ₱ Dedicated Emails/Eblasts
- Newsletter mentions, inclusions
- ¶ Social Media
- Website Banners
- Mobile App Banners
- **?** Print and Digital Signage
- Outdoor Advertising
- Word of Mouth, Points of Pride, Talking Points, where appropriate



One Ocean.

One Mission.

One Fort Lauderdale.

Making sustainable efforts toward ocean conservation

In partnership with 4Ocean, SEAGLASS is committed to supporting and actively removing trash from the ocean and coastlines while inspiring individuals to work together for a cleaner ocean, **one pound at a time.**





GREATER FORT LAUDERDALE

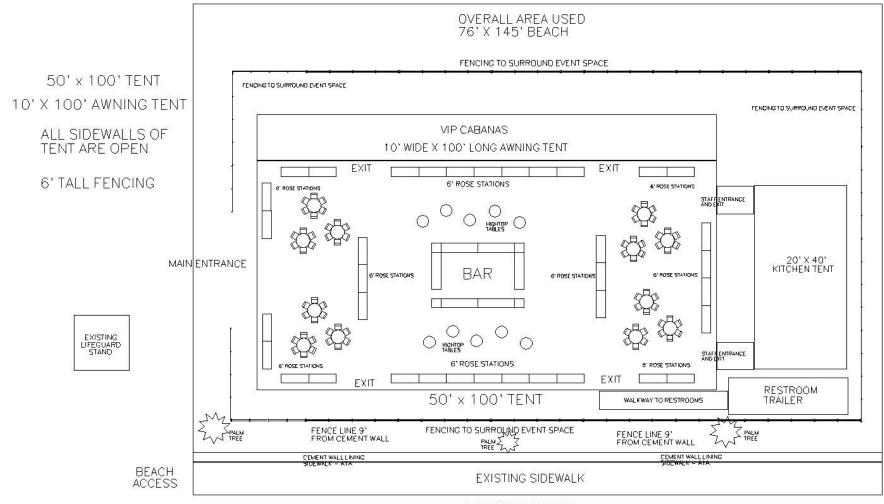




Transforming
Fort Lauderdale
Beach into a
Rosé Paradise







SOUTH OCEAN BLVD.



CONTACTS

Main Contact/SEAGLASS Director: Carlos Suarez

954-873-4263/ carlos@seaglassexperience.com

Marketing/Media: marketing@seaglassexperience.com

Sponsorship: sponsors@seaglassexperience.com

THANK YOU

We'll See You on the Sand: February 8-9, 2020

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:	State the company was incorporated/organized in:	
	Incorporated/organized in: Contact email:	
Contact Street, City,		
State, Zip:		
About Your Company		
Please tell us about your org experience in producing sim	ganization. How many years has the company been incorporated, and what is the company's	
experience in producing sin	ilidi everits:	
	Text	
Name of event		
		
Event venue(s)		
	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	
Total projected room nigh	know this number, write "unknown".	
Total projected attendance	This is the total number of attendees you expect at the event.	
Why do you expect these	numbors?	
Why do you expect these If this is an established eve	numbers: ent, please detail the prior performance of the event (room nights and/or attendance).	
	ain why you anticipate the numbers above.	

Describe the event's budget	
 What is the total budget for 	or the event; what are the overall sources of revenue? For example: ticket sales, sponsors
· · · · · · · · · · · · · · · · · · ·	specific sponsors), concessions, etc.
How will money from this	application be used (for example: talent, venue rental, etc.)?
Proposed investment	This is the amount of money you're requesting in this application.
Section 2. Event plan	
•	nt with answers to the questions in Section 2 may be submitted with this document;
	must be answered either on this application or the attached document. Thank you!
nonerel, an questions below	must be another ear either on and approach of the actualies accument mank you.
Describe the event	
Please summarize the event, v	who it appeals to, and why it would be a good fit for Broward County.

Describe the marketing / promotional plan for the event				
What is the marketing plan, what is	the marketing budget, what m	edia will be utilized, and who designed the plan?		
Describe how the local tourism ind	ustry is involved			
		or are local restaurants participating as vendors, etc.	?	
example, are you partitering in	in local flotels for promotions o	rate recarrestations participating as ventaers, etc.	·	
Sign and date application				
		9-27-2019		

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: THE RHYTHM FOUNDATION, INC

State the company was

incorporated/organized in: FLORIDA

Contact name: JAMES QUINLAN

Contact email: james@rhythmfoundation.com

Contact Street, City,

State, Zip: PO BOX 414625, MIAMI BEACH FL 33141

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 Rhythm Foundation is a nonprofit (IRS 501c3) cultural organization that has been presenting outstanding live music events in South Florida since 1988. We successfully produced 20 Hollywood ArtsPark Experience between 2012 and 2016, and then relaunched the series with four successful performances in 2019.

Name of event Hollywood ArtsPark Experience

Event date(s) 1 event in May 2020; 1 event in June 2020, supplementing a full season of four other vents January - May.

Event venue(s) Hollywood ArtsPark at Young Circle, Hollywood FL

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 room nights 400

Total projected attendance

8,000

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.

We anticipate a minimum of 200 room nights per event, totaling 400 room nights for the additional two events, and 1,200 room nights for the entire series. We are aware that many event partners choose to stay in local hotels for the evening of the concert or the entire weekend.

Events in the Hollywood ArtsPark Experience series have attracted a range of between 3,000 and 7,000 people per event. The audience includes a mix of out-of-state and out-of-country visitors, as well as residents of Florida and Broward County.

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.)?

These two events supplement a series of four existing events funded by the Hollywood CRA. Each event costs an average \$35,000, the total series budget will be \$210,000. The Hollywood CRA funds \$120,000, this request is for \$60,000. The balance is raised by sponsorships and concessions revenue.

Funds are used for artist fees including artist travel costs, ArtsPark staff and security, production sound and lights and backline, marketing, insurance, and production support.

Proposed investment

\$ 60,000.00 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.

Hollywood ArtsPark Experience is a free series of family-friendly events in the magnificent Hollywood ArtsPark Amphitheater, celebrating the vibrant cultures of South Florida through music, food, culture. Produced by The Rhythm Foundation in partnership with the City of Hollywood and the Hollywood CRA, this major event series is proudly re-launched in 2019 to engage Hollywood residents, businesses and visitors, and to promote historic downtown Hollywood as a wonderful place to live, work and play.

Hollywood ArtsPark Experience brought thousands of people to the ArtsPark for twenty events between 2012 and 2019, and served an important component in the rebirth of one of South Florida's most vibrant historic downtowns.

In programming the series, we put together a well-rounded schedule of bands – international touring artists, favorite US-based indie groups, innovative emerging bands, some popular Caribbean and Latin artists, and outstanding locally-based artists.

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?

RF works closely with the Hollywood CRA to ensure a full marketing plan to reach Broward residents as well as people across the tri-county area and beyond. We collaborated on artwork creation and a pr campaign and a flyer distribution network. We wrote and distributed the press release and arranged interviews, editorial coverage and inclusion in media calendars. We coordinated a compelling social media campaign including paid ads and boosts on Facebook and Instagram, making sure that all assets were being distributed by the featured artists as well. We also set up ad buys with niche or lifestyle marketing companies such as Prism CreativeGroup, Jambase, music and cultural community organizations and more.

The Hollywood CRA spearheads the marketing plan by providing approximately \$10,000 per event in advertising that includes paid social media, radio (WDNA and WLRN), online, print and cable TV. In addition, the CRA prints and distributes collateral material to hotels located on Hollywood Beach, Downtown Hollywood, and elsewhere within the city.

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.?

The partner hotel in the Hollywood ArtsPark Experience is Circ Hotel, the major new hotel on Young Circle. Circ Hotel provides complimentary rooms for visiting artists, and hosts some pre- or post-event receptions. We have also partnered with local restaurants and clubs to coordinate pre- and post-concert activities.

Sign and date application

GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL



MISSION STATEMENT



To bring Greater Fort Lauderdale a series of signature culinary experiences that support local charity and highlight top chefs, restaurants, hotels, mixologists and beverage companies.

GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL





BROWARD COUNTY, FL



7,500+ ATTENDEES

700+ # OF VIP GUESTS

FEATURED CHEFS



100+
BITES & SIPS

EXCLUSIVE EXPERIENCES

BUNGALOW/954
CANTINA AT
THE GROVE
GREEN MARKET
ROSE' GARDEN
& BISTRO



CHEF ANGELO ELIA
CASA D'ANGELO



CHEF JORGE RAMOS
CONRAD FORT
LAUDERDALE BEACH



CHEF STEVEN DIPUZZO
WILD THYME



CHEF RICH STONE HIMMARSHEE PUBLIC HOUSE



CHEF ALEX KUK TEMPLE STREET EATERY

KEY PARTNERS

ABITA BREWING * ALLIED KITCHEN & BATH * AMERICAN FREEDOM DISTILLERY * AR WORKSHOP HOLLYWOOD

ATLANTIC HOTEL & SPA * BUZZPOP COCKTAILS * CIRC HOTEL *CONRAD FTL BEACH * DIPLOMATICO RUM * ENTERCOM

FEEDING SOUTH FLORIDA * FLORIDA KUSH * FLORIDA PANTHERS * FUNKY BUDDHA * HOTEL MORRISON

JOE DIMAGGIO CHILDREN'S HOSPITAL * KIP HUNTER MARKETING * LIFESTYLE MEDIA * MAISON BELLE CLAIRE

OCEAN WINE & SPIRITS * PNC BANK * PRESCRIBED SPIRITS * RED CHAIR CATERING * RIVERWALK FORT LAUDERDALE

SOCIETY 8 * SPIRITED SOUTH FLORIDA * TOSSWARE * TWO MEN & A TRUCK * WANDERING WINES

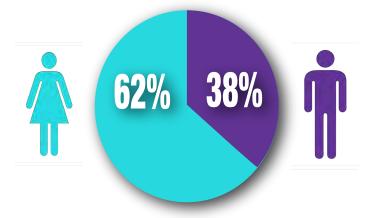
WINTERFEST FOUNDATION * YELP



2019 ATTENDEES

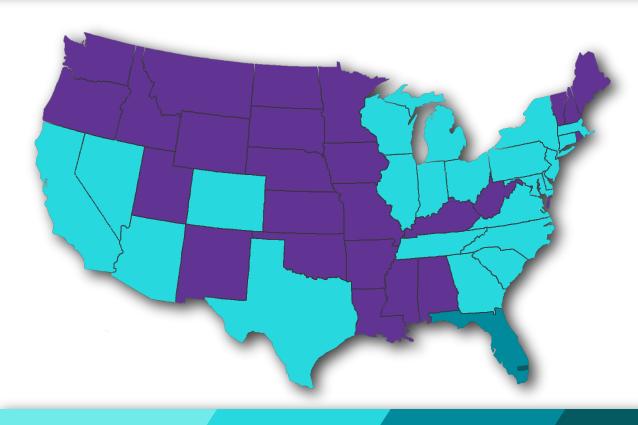






AGE





3 COUNTRIES
23 STATES

18%
OUTSIDE FLORIDA

29%

FLORIDA-OUTSIDE

BROWARD

52%

BROWARD COUNTY



2019 BY THE NUMBERS



00H



- -ArtsPark Digital Displays
- -Florida Panthers In Game Static Images
- -Fliers/Rack Cards/Social Cards

969,314TOTAL IMPRESSIONS

DIGITAL



- -GFLFoodWine.com
- -Web Banner Placements & Re-targeting
- -Email Blasts

1,491,311
TOTAL IMPRESSIONS

RADIO



- -Entercom Radio
- -On-air & Online Campaign (101.5 Lite FM & 102.7 The Beach)
- -300 Spots (150 Each Station)
- -Social Media Posts

1,800,000
TOTAL IMPRESSIONS

PR



- -Television: 10+ Packages, Mentions & Live Coverage
- -Broadcast Total Viewership of 268,382
- -Print & Digital: 53
 Articles

26,272,309 TOTAL IMPRESSIONS

SOCIAL



- -Partnered with Local Bloggers & Influencers
- -Updates on Facebook & Instagram
- -Social Media Ads

865,406TOTAL IMPRESSIONS

TOTAL REACH

30M+ MEDIA & PR IMPRESSIONS

\$862K+ MEDIA & PR

12 + SUBSCRIBERS



IN THE NEWS



SünSentinel

Food & Wine fest coming to Hollywood

Spike's Peak story

Weekend Broward/ Palm Beach Website story

Hollywood Gazette Website story

Boca Magazine placement

Go Riverwalk Website placement

South Florida Business Journal Website and Newsletter story

Miami.com placement

Fort Lauderdale on the Cheap placement

South Florida Business & Wealth Magazine

The Boca Raton Tribune Website placement

Spring 2019 Edition of South Florida Luxury Guide

Edible South Florida story

Sun Sentinel Website story

Newslocker Website story

sNewsi Website story

Wopoular Website story

Lifestyle Magazines

Gold Coast Magazine calendar

Sun Sentinel

GO=RIVERWALK





Gold Caret

boca

rst Fort Lauderdale Food Festival to unch in March



We have Boca Bacchanal, Palm Beach Food & Wine Festival, SOBE Wine & Food Festival and now the first Greater Fort Lauderdale Food & Wine Festival will debut March 22 to 24, 2019. Just more to celebrate!

SUCIAL CALENBAR

USINESS JOURNA

Broward will get its own food and wine festival >





Wopular

February 26, 2019

Greater Fort Lauderdale Food

& Wine Festival Coming - To

South Florida's crowded event landscape is about to

get more crowded with the inaugural Greater Fort

Lauderdale Food & Wine Festival March 20-24. In a

figures there's always room for one more. "Palm Beach

South Florida's crowded event landscape is about to

get more crowded with the inaugural Greater Fort

Lauderdale Food & Wine Festival March 20-24. In a region that loves to eat and drink, founder Kate Reed

Hollywood - In March

County has their own food festival

Elia is the host chef of the inaugural of the Greater Fort Lauderdale Food & Wine Festival, set for March 22-24, 2019 in Fort Lauderdale and Hollywood. It will feature food and drinks from more than 100 local restaurants, wineries and



TICKETS ON SALE AT

GFLFOODWINE.COM EXPERIENCE CHLINARY DELIGHTS CREATED R @GFLF00DWINE





LUXURY



News Locker

February 27, 2019

Greater Fort Lauderdale Food & Wine Festival coming - to Hollywood - in March





outh Florida's crowded event landscape is about to get more crowded with the S outh Florida's crowded event landscape is about to get units.

Similar for the fort Landerdale Food & Wine Festival March 20-24. In a region in augural Greater Fort Landerdale Food & Wine Festival March 20-24. In a region that loves to eat and drink, founder Kate Reed figures there's always room for one mor

Palm Beach County has their own food festival [in December] and South Beach has theirs [in February], so why not one for Broward?" Reed says. "We feel there's a lot of intere









Fort Lauderdale Launches a Food and Wine

Greater Fort Lauderdale Food & Wine Festival coming - to Hollywood - in March

SOCIAL

CALENDAR

FORT LAUDERDALE

March 2019





COCKTAIL CONFIDENTIAL: A SPIRITED AFFAIR



ATLAS COCKTAIL LOUNGE CONRAD FORT LAUDERDALE BEACH

MARCH 20, 2019





























GFL ON THE RISE: AN ELEVATED CULINARY EXPERIENCE



ATLANTIC HOTEL & SPA FORT LAUDERDALE BEACH

MARCH 22, 2019

BENEFITING:



























GRAND TASTING AT ARTSPARK HOLLYWOOD



MARCH 23, 2019







































FAMILY DAY AT ARTSPARK HOLLYWOOD PRESENTED BY JOE DIMAGGIO CHILDREN'S HOSPITAL



MARCH 24, 2019

BENEFITING:































MARCH 18-22, 2020

CARITABLE PARTNER



A portion of all proceeds from the Greater Fort Lauderdale Food & Wine Festival will benefit Joe DiMaggio Children's Hospital.

Joe DiMaggio Children's Hospital is one of the region's leading pediatric hospitals, offering a comprehensive scope of healthcare services and programs in a child-friendly atmosphere. A full-service hospital, that treats minor illnesses, trauma-related accidents and some of the most complex medical conditions.

Established in 1992, Joe DiMaggio Children's Hospital combines advanced technology and the expertise of the largest, most diverse group of board-certified pediatric specialists in the region. With its summer 2011 expansion, Joe DiMaggio Children's Hospital now has 226 beds and is South Florida's newest freestanding children's hospital.

The hospital is staffed 24 hours a day by world-class pediatricians, pediatric specialists, specialty-trained nurses and ancillary support staff. Today, more than 650 physicians are on the medical staff.





SCHEDULE OF EVENTS



WEDNESDAY

MARCH 18 7:00-9:00 PM

THURSDAY

MARCH 19 6:00-10:00 PM

FRIDAY

MARCH 20 6:00-9:00 PM

SATURDAY

MARCH 21 1:00-5:00 PM

SUNDAY

MARCH 24 12:00-5:00PM

COCKTAIL CONFIDENTIAL

DOWNTOWN FORT LAUDERDALE

"CATCH THE LOVE" DINNER SERIES

VARIOUS VENUES THROUGHOUT BROWARD COUNTY

GFL ON THE RISE

ATLANTIC HOTEL & SPA, FORT LAUDERDALE BEACH

GRAND TASTING

ARTSPARK AT YOUNG CIRCLE, HOLLYWOOD

FAMILY DAY JOE DIMAGGIO CHILDREN'S HOSPITAL ARTSPARK AT YOUNG CIRCLE, HOLLYWOOD

FESTIVAL HOST COMMITTEE

CAPRICCIO RISTORANTE

PEMBROKE PINES

TARANTELLA RISTORANTE & PIZZERIA

WESTON



WILTON MANORS



HOLLYWOOD BEACH

BUNGALOW/954





THE CANTINA AT THE GROVE





PARADISE CIRCLE





ROSÉ GARDEN & BISTRO





FESTIVAL PARTNERSHIP





TASTING GLASSES

Greater Fort Lauderdale CVB logo will be added to the tasting glasses that every Grand Tasting Participant receives and uses throughout the festival



CHEF COATS

Greater Fort Lauderale CVB logo will be added to the sleeve of the Chef Coats worn by the Festival Host Committee and all Cooking Demo chefs for the Greate Fort Lauderdale Food and Wine Festival









STAGE BANNERS

Greater Fort Lauderale CVB logo will be added to the banners displayed on the Demo Cooking Stage for the Grand Tasting and Family Day

AT THE EVENT:

- 120 GA tickets for the Grand Tasting
- 48 VIP tickets for the Grand Tasting
- · 30 GFL on the Rise tickets
- 14 Cocktail Confidential tickets
- 1 30x30 exhibit space at the Grand Tasting

PROMOTIONAL OFFERINGS:

- Partner logo on all email newsletters
- Partner recognition in all event press releases
- 14 event-related partner-specific posts on Festival social media properties
- Partner logo placement on all pages of GFLFoodWine.com, clickable to the partner's website
- Partner logo placement on the partner page of GFLFoodWine.com, clickable to partner's website
- 14 banner placements at the Grand Tasting (Banners provided by partner)
- Partner logo on all event tasting glasses at the Grand Tasting
- Partner logo on all Chef Coats provided by GFLFW during the festival
- Partner logo on all Stage Banners displayed during the Grand Tasting and Family Day
- Opportunity to include partner-related materials in all event gift bags



Representative Chip LaMarca

Florida House of Representatives - District 93

図 District Office

1827 NE 24th Street Lighthouse Point, FL 33064 Phone: 954.784.4531

Fax:

Chip.LaMarca@MyFloridaHouse.gov 954.784.4533

□ Capitol Office 1401 The Capitol

402 South Monroe Street Tallahassee, FL 32399-1300

Phone: 850.717.5093

October 13, 2019

Sent via email

Mr. Phillip Marro 66 Productions 2369 N 37th Avenue Hollywood, FL 33021

Dear Phil,

It is with great pleasure that I offer this letter in support of the Greater Fort Lauderdale Food & Wine Festival. The Festival and its events help to increase Broward County's appeal as a world-class tourist destination. As a State Representative representing the majority of Broward's hospitality industry, I have been a strong supporter of events that bring visitors here and activate our own residents and those in the tri-county region.

It is my understanding that the inaugural festival earlier this year experienced over 7,500 attendees across four events, taking place from Hollywood to Fort Lauderdale. Further, of these attendees, twentythree states and three countries were represented, with almost half of the attendance coming from outside Broward County. I applaud you and your team for the exposure that this festival brings to our Broward County community, as well as the spotlight that it places on our hospitality industry.

I appreciate your support of Joe DiMaggio Children's Hospital and look forward to the festival's Broward County expansion in 2020 and beyond. I look forward to participating in the events and getting together with some of the key people in our hospitality industry, from our restauranteurs to our hoteliers. It looks to be an even bigger and more geographically diverse event than your first year. If there is anything that I or my office can do to assist you, please do not hesitate to contact me.

Sincerely,

Chip LaMarca

Florida State Representative - District 93

Proudly Serving the People of Broward County

Committees: Judiciary Committee ■ Joint Legislative Auditing Committee ■ Energy & Utilities Subcommittee Government Operations & Technology Appropriations Subcommittee Oversight, Transparency & Public Management Subcommittee ■ Workforce Development & Tourism Subcommittee



October 15th, 2019

Re: Greater Fort Lauderdale Food and Wine Festival

Dear Tourism and Development Council,

It is with great honor that I am able to discuss the Greater Fort Lauderdale Food and Wine Festival and to recommend them for future grant funding.

The inaugural festival took place in March 2019 where CIRC Hotel was honored to be the host hotel for the festival. We were able to have a hotel occupancy of over 90% for that weekend and recognized guests from all over the country enjoying the festival.

Due to the success of the festival in 2019 we have arranged to have a group room block in place for 2020 to track the guests at the hotel. The co-branding of the festival is held in highest support level from CIRC Hotel and we look forward to continuing this partnership in the years ahead. Should you need anything at all please do not hesitate to let me know.

Warm Wishes,

Kara Lundgren General Manager – Circ Hotel

Kara Lundgren

President – FRLA Broward Chapter



October 14, 2019

To whom it may concern,

On behalf of the Greater Hollywood Chamber of Commerce (GHCC), it gives me great pleasure to share with you our experience with Phillip Marro and Kate Reed from the Greater Fort Lauderdale Food & Wine Festival. I hope the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) can help support their event as it is one of the best events for Hollywood and we do not always have such an opportunity!

We were most fortunate to meet them last winter as they had secured the ArtsPark in Hollywood for one of their venues for their Food & Wine Festival. They joined the chamber as Trustees and became fantastic partners in promoting a superb event in Hollywood.

Both Phillip and Kate are classy people who show excellent work ethics, keep their word, do what they say they will do and present a high quality event that brought a new crowd to Hollywood. Many attendees discovered Hollywood for the first time and have been coming back! As you can imagine, we are most grateful.

Last month, we partnered with them for our Grapes for Grades fundraiser with the Broward Education Foundation, and again, the experience was impeccable.

I thank you in advance for your consideration and look forward to seeing the CVB get involved with this fantastic event for not only Hollywood, but all of Broward County! Please call me if you need any more information.

Respectfully and Sincerely,

GHCC CEO

Anne Hotte



October 22, 2019

To: Greater Ft. Lauderdale Convention & Visitors Bureau

To whom it may concern,

I am writing this letter in support of the Greater Ft. Lauderdale Food & Wine Festival and its producers, Kate Reed and Phil Marro. Last year, Joe DiMaggio Children's Hospital was a partner for Family Day and received a portion of the proceeds raised that day and donated toys for our kids. The 2019 Festival was a great achievement for this first-year event, and we are looking forward to even better things in 2020.

In 2020, Joe DiMaggio Children's Hospital has been chosen as the Official Charity Partner for the Festival, and we are excited for the debut of the Kid's Zone on Family Day, Sunday, March 22nd. There will be also be several Festival dinners benefitting our Catch the Love capital campaign which supports the expansion of our Hospital. We are thankful for the support of community partners like Kate and Phil and the Greater Fort Lauderdale Food & Wine Festival.

Sincerely,

Caitlin Stella, MPH

(BSHCha

Chief Executive Officer

Joe DiMaggio Children's Hospital

Memorial Healthcare System

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:	State the company was incorporated/organized in:
Contact name:	Contact email:
Contact Street, City,	
State, Zip:	
About Your Company	ization. How many years has the company been incorporated, and what is the company's
Name of event	
Event date(s)	
Total projected room nights	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	This is the total number of attendees you expect at the event.
	mbers? please detail the prior performance of the event (room nights and/or attendance). why you anticipate the numbers above.

	vent; what are the overall sources of revenue? For example: ticket sales, sponsors
 (you do not have to name specific How will money from this applicat 	sponsors), concessions, etc. ion be used (for example: talent, venue rental, etc.)?
Tiow will money from this applicat	ion be used (ior example, talent, venue rental, etc.):
Proposed investment	This is the amount of money you're requesting in this application.
Section 2. Event plan	
	answers to the questions in Section 2 may be submitted with this document; e answered either on this application or the attached document. Thank you!
Describe the event	
Please summarize the event, who it ap	opeals to, and why it would be a good fit for Broward County.

What is the marketing plan, what is the marketing budget, what media will be utilized, and who designed the plan?
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.?
Cinn and data annilization
Sign and date application

HATE IS WRONG

Contact: Esera Tuaolo Email: Esera@HateIsWrong.org Web: www.hateiswrong.org

Below you will find more information about Hate Is Wrong. Please do not hesitate to contact us with any questions or concerns you may have.

HATE IS WRONG AS AN ORGANIZATION

Hate Is Wrong began as a saying in the 1990s. While playing in the NFL as a closeted gay man, Esera Tuaolo cut short acts of discrimination around him by standing up and saying, "Hate in any form is wrong." By the early 2000s, Esera came out as gay and began advocating for inclusion across the United States by speaking at corporations, colleges, and high schools, as well as popular television programs like *The Oprah Show* and *Ellen*. He referred to his work as the Hate In Any Form Is Wrong campaign. Over a decade later, in November 2017, the Hate In Any Form Is Wrong campaign turned into a 501(c)(3) non-profit organization titled Hate Is Wrong.

Hate Is Wrong's purpose is to foster diversity in sports and anti-bullying among youth. It carries out this purpose in two ways. It helps deliver inclusion-based education across the country, including the Super Bowl Inclusion Panel, and it throws the Super Bowl Inclusion Party.

THE EVENTS

Throughout the year, Hate Is Wrong relies on speakers, such as Esera, to deliver inclusion-based presentations at sporting and youth events. For example, while representing Hate Is Wrong in 2018 and 2019, Esera has delivered inclusion-based speeches at youth events in Chicago, Seattle, New York City, and Canada, with each event holding over fifteen thousand junior high and high school students.

Separately, The Super Bowl Inclusion Party and the Super Bowl Inclusion panel are two of Hate Is Wrong's biggest events. Their purpose is to foster diversity and inclusion—especially LGBTQ+ inclusion—in the National Football League ("NFL") and, through the popularity of the NFL, to foster diversity and inclusion in the society as a whole.

I. LGBTQ+ Diversity in the NFL

LGBTQ+ diversity in the NFL has remained extraordinarily low. The NFL was founded in 1920. During almost a century of its existence, there have been only twelve known gay NFL players: David Kopay was the first to come out as gay, followed by Jerry Smith, Roy Simmons, Ray McDonald, Esera Tuaolo, Kwame Harris, Ryan O'Callaghan, Wade Davis, Dorien Bryant, Brad Thorson, Michael Sam, and Jeff Rohrer.

Undoubtedly, these are not the only gay players. They are merely the players who eventually became open with their sexuality. Many more existed, and many currently play while feeling forced to hide who they truly are.

The source of the above state of LGBTQ+ diversity in the NFL and elsewhere depends in part on false assumptions about the NFL environment and the LGBTQ+ community. People implicitly assume that the NFL requires the utmost stereotypical masculinity, brute force, and callous strength. In contrast, people implicitly assume that a gay, bisexual, or lesbian person is weak, fragile, and easily subdued. Years of exposure to such stereotypes, which continue to be publicly perpetuated today, support the implicit assumption that the NFL and the LGBTQ+ communities are like water and oil.

II. Hate Is Wrong's Super Bowl Inclusion Party

The Super Bowl Inclusion Party is a yearly event administered in the city hosting the Super Bowl. It is the only event of its kind, and its inaugural party was held in Minneapolis, Minnesota, surrounding the 2018 Super Bowl, and subsequently in Atlanta, Georgia, surrounding the 2019 Super Bowl.

The Super Bowl Inclusion Party has the three objectives. First, it seeks to eliminate the above explicit and implicit bias by bringing the NFL and the LGBTQ+ communities closer together. Merely bringing the two together shows people—especially young LGBTQ+ athletes—that LGBTQ+ athletes exist and can thrive. Second, the party will support the idea that inclusion comes from changing the whole NFL environment, not just relying on LGBTQ+ players to do all the work. The party will bring together people of all identities—coaches, players, team owners, fans, and the like of all sexualities and genders—to publicly show support for inclusion. As the party grows in size and popularity, the change in and around the NFL and the sports world will, too. Finally, the party seeks to cultivate a hate-free zone on which LGBTQ+ athletes can rely, whether closeted or open with their sexuality. Players will have a whole organization and many readily identifiable allies for support.

The money raised through the party is donated to diversity centers and anti-bullying organizations within the host city. The Super Bowl Inclusion Party, then, is a traveling campaign of fundraising inclusion, moving yearly to each city hosting the Super Bowl and raising for inclusion-based organizations within that city much-needed financial and networking support. To date, with just two events, the Super Bowl Inclusion Party has raised over \$50,000 for non-profits and provided significant LGBTQ+ presence in the NFL.

III. Hate Is Wrong's Super Bowl Inclusion Panel

Part of Hate Is Wrong's educational activities is the Super Bowl Inclusion Panel. Like the Super Bowl Inclusion Party, the panel is held every year during Super Bowl week in the city hosting the Super Bowl. The panel is meant to bring about a discussion of LGBTQ+ involvement in sports generally, but primarily of such involvement in the NFL. This discussion, we hope, will help shed away any unfounded biases people have and tackle the issue objectively and fairly. In line with this, we cover a broad array of related topics and perspectives. This includes having panelists from within NFL management, from private ancillary businesses (like Adidas, etc), professional athletes, coaches, team owners, and similar people directly or indirectly tied to the sporting, and NFL, franchise. These types of panelists would cover, as appropriate, everything from personal experiences in the industry, the business side of the issue

(i.e., effects on revenue,	fan	base,	etc),	anticipated	future	developments	from	their	respective
role, and similar topics.									

Tourism Sponsorship Program Application

Legal Name of Non-Profit: Hate Is Wrong

Contact Name: Esera Tuaolo

Address: 3032 Maryland Ave. South, St. Louis Park, MN, 55426

Email: Esera@hateiswrong.org
State of Incorporation: California

Event Name: Hate Is Wrong's Super Bowl Inclusion Party

Requested Amount: \$150,000

Total Projected Attendance: 800 to 1000

I. ABOUT THE NON-PROFIT

Hate Is Wrong began as a saying in the 1990s. While playing in the NFL as a closeted gay man, Esera Tuaolo cut short acts of discrimination around him by standing up and saying, "Hate in any form is wrong." By the early 2000s, Esera came out as gay and began advocating for inclusion across the United States by speaking at businesses, colleges, and high schools, as well as popular television programs like The Oprah Show and The Ellen Show. He referred to his work as the Hate In Any Form Is Wrong campaign. Over a decade later, in November 2017, the Hate In Any Form Is Wrong campaign turned into a 501(c)(3) non-profit organization titled Hate Is Wrong.

Hate Is Wrong's purpose is to foster diversity in sports and anti-bullying among youth. It carries out this purpose in two ways. It helps deliver inclusion-based education across the country, including the Super Bowl Inclusion Panel, and it throws the Super Bowl Inclusion Party.

II. WHY DO WE EXPECT THE ATTENDANCE NUMBERS

Since its incorporation in 2017, Hate Is Wrong has thrown two Super Bowl Inclusion Parties. The inaugural party was held in Minneapolis, Minnesota, surrounding the 2018 Super Bowl. Esera Tuaolo hosted the event. All 13 members of Blake Shelton's team on NBC's The Voice that season came and performed at the party. Jacob Frey, the Minneapolis Mayor, gave a speech about the importance of inclusion and the presence of organizations like Hate Is Wrong at Minneapolis. And professional athletes, celebrities, and coaches came out to have fun. Despite the below-zero temperatures that night, over 600 people came and had a great time.

The second party was held in Atlanta, Georgia, surrounding the 2019 Super Bowl. The one and only Carson Kressley hosted the event, and Shawn Hook (international recording artist), Paris Bennett (American Idol), Nia Franklin (Miss America), and Raja and Brooke Lynn Hytes (winners of Ru Paul's Drag Race), among others, performed. Professional athletes, celebrities, and coaches came out to have fun. Approximately 650 people came to the party and had a great time.

This upcoming Super Bowl Party will be the third annual Hate is Wrong Super Inclusion Party. We are in talks to have 98 Degrees and Trixie Mattel, among others, perform. We expect these

two showstoppers to pull the crowd in from all backgrounds and more so than the prior performers. And we expect celebrities, professional athletes, and people of all background to come out and have a great time again.

We expect the attendance to increase this year because we are throwing the Super Bowl Inclusion Panel again this year. The panel brings speakers from various positions in sports to talk about and move inclusion forward in sports. The inaugural panel at the last Super Bowl hosted Peter King (National Sports Writer of the year), Zion Armstrong (President of Adidas, North America), Katie Sowers (Coach, 49ers), Scott Pioli (Assistant GM Atlanta Falcon), Esera Tuaolo (9-year NFL player), Greg Louganis, (Olympic Gold Medalist) and Karin Nelson (General Counsel for the Minnesota Vikings). The panel created a buzz around inclusion in sports, including the Super Bowl Inclusion Party. This upcoming panel should do the same.

III. DESCRIBE THE EVENT'S BUDGET

So far, the funds for the Super Bowl Inclusion Party have come from three different sources: (i) donations to Hate Is Wrong, (ii) event sponsorships or similar contributions, and (iii) ticket sales. We are open to expanding funding sources, but intend to rely on these three moving forward. Adidas has served as the title sponsor for the first two parties, and we expect Adidas to serve as the title sponsor for the upcoming party as well. Other contributors have been the NFL and specific NFL teams, iHeart Radio, Tito's Vodka, Wilson Sonsini Goodrich & Rosati, and diversity organizations such as GLAAD and The Human Rights Campaign.

Funding through the Tourism Sponsorship Program would go a long way to making this upcoming Super Bowl Inclusion Party a success. It would help cover the cost of the performers (including their housing, travel, and performance fees), marketing (including ads on social media, radio, and print), and the venue. Since money remaining after costs have been paid are given to local charities, the funding through the Tourism Sponsorship Program would help increase the amount raised for local non-profits. Essentially, the more you give to us, the more you give to yourself.

IV. DESCRIBE THE EVENT

The purpose of the Super Bowl Inclusion Party is to foster diversity and inclusion—especially LGBTQ+ inclusion—in the National Football League ("NFL") and, through the popularity of the NFL, to foster diversity and inclusion in the society as a whole.

LGBTQ+ diversity in the NFL has remained extraordinarily low. The NFL was founded in 1920. During almost a century of its existence, there have been only twelve known gay NFL players: David Kopay was the first to come out as gay, followed by Jerry Smith, Roy Simmons, Ray McDonald, Esera Tuaolo, Kwame Harris, Ryan O'Callaghan, Wade Davis, Dorien Bryant, Brad Thorson, Michael Sam, and Jeff Rohrer.

Undoubtedly, these are not the only gay players. They are merely the players who eventually became open with their sexuality. Many more existed, and many currently play while feeling forced to hide who they truly are.

The source of the above state of LGBTQ+ diversity in the NFL and sports generally depends in part on false assumptions about the NFL environment and the LGBTQ+ community. People implicitly assume that the NFL requires the utmost stereotypical masculinity, brute force, and callous strength. In contrast, people implicitly assume that a LGBTQ+ person is weak, fragile, and easily subdued. Years of exposure to such stereotypes, which continue to be publicly perpetuated today, create the implicit assumption that the NFL (and sports generally) and the LGBTQ+ communities are like water and oil.

The Super Bowl Inclusion Party is a yearly event administered in the city hosting the Super Bowl. It is the only event of its kind, and its inaugural party was held in Minneapolis, Minnesota, surrounding the 2018 Super Bowl, and subsequently in Atlanta, Georgia, surrounding the 2019 Super Bowl.

The Super Bowl Inclusion Party has the three objectives. First, it seeks to eliminate the above explicit and implicit bias by bringing the NFL and the LGBTQ+ communities closer together. Merely bringing the two together shows people—especially young LGBTQ+ athletes—that LGBTQ+ athletes exist and can thrive. Second, the party will support the idea that inclusion comes from changing the whole NFL environment, not just relying on LGBTQ+ players to do all the work. The party will bring together people of all job titles—coaches, players, team owners, fans, and the like of all backgrounds—to publicly show support for inclusion in sports. As the party grows in size and popularity, the change in and around the NFL and the sports world will, too. Finally, the party seeks to cultivate a hate-free zone on which LGBTQ+ athletes can rely, whether closeted or open with their sexuality. Anyone involved in sports will have a whole organization and many readily identifiable allies for support.

The money raised through the party is donated to diversity centers and anti-bullying organizations within the host city. The Super Bowl Inclusion Party, then, is a traveling campaign of fundraising inclusion, moving yearly to each city hosting the Super Bowl and raising for inclusion-based organizations within that city much-needed financial, marketing, and networking support.

The party would be a great fit for Broward County for at least three reasons. First, it'll show the world, including Broward County residents, that Broward County sides with diversity and inclusion, and welcomes people of all backgrounds, especially for big events like the ones surrounding the Super Bowl. Second, the money raised through the party will stay local, helping non-profits centralized in Broward County financially. Finally, the party will give Broward County good exposure during Super Bowl week. Hate Is Wrong makes sure that supporters are given the recognition they deserve.

V. DESCRIBE THE MARKETING / PROMOTION

The marketing plan consists of three stages typically found in any marketing plan: (i) creation of content, (ii) creation of marketing material, and (iii) promotion.

Creation of content simply means we secure the venue and date of the party and the performers. Creation of marketing material simply means we create posters, flyers, imaging and similar material of the upcoming party to use when promoting the party. We expect to complete these two initial steps by the end of October.

Hate Is Wrong then promotes the Super Bowl Inclusion Party in November, December, and January leading up to the Super Bowl Inclusion Party. The promotion is done through two main avenues: (i) advertisements and (ii) partnerships.

Advertisements have come in four forms: (1) social media, (2) print, (3) radio, and (4) television. We run Facebook and Instagram ads using material created to directly target the sought audience. For example, when we had drag queens perform at the last party, we made individual posters for the drag queens and used the posters to target fans of Ru Paul's Drag Race, and various well-known drag queens. We expand our presence through print by partnering with key publications. So far, we have been highlighted in publications such as Forbes Magazine, Outsports, The Georgia Voice, The Star Tribune, San Diego Gay and Lesbian News, The Q Magazine, CBS online news, Instinct Magazine, and The Advocate, just to name a few. Our partnership with iHeart Radio has allowed us to run radio ads featuring the very talent that performs and attracts people to the party. For example, for the last party, we ran radio ads with Carson Kressley and Raja (winner of Ru Paul's Drag Race). On television, we have been seen on news shows (i.e., CBS, Fox, etc.). Esera Tuaolo even appeared on The Ellen Show to talk about diversity in sports on behalf of Hate Is Wrong.

Partnerships also promote the party, and they have come in two flavors: (1) business and (2) individual. Partnerships with businesses or non-profits such as the Minnesota Vikings, the Atlanta Falcons, the NFL, iHeart Radio, Adidas, Tito's Vodka, GLAAD, and The Human Rights Campaign has allowed us to use the marketing tools of those businesses or non-profits to our advantage, including having these entities post about the party on their social media and websites. Partnerships with individuals--especially the performers, like Carson Kressley, Shawn Hook, singers the NBC's The Voice--have similarly allowed us to use their marketing tools (especially social media) to our advantage.

We intend to market the upcoming Super Bowl Inclusion Party similarly though the above advertisements and partnerships. We have been fortunate so far to be able to have partnerships and advertisements provided to us for free or at low cost, allowing us to keep our marketing budget relatively low. Accordingly, we have traditionally allocated \$15,000 to marketing. We intend to at least double the budget for marketing this year--to approximately \$30,000--to ensure an even higher turnout and to ensure the event grows bigger every year.

VI. INVOLVEMENT OF LOCAL COMMUNITY / INDUSTRY

The Super Bowl Inclusion Party involves the local community in at least two important ways. First, the Super Bowl Inclusion Party raises funds for local inclusion-based and anti-bullying non-profits. It also provides a platform for such local non-profits to be seen on a scale they may not have been before.

Second, the Super Bowl itself will bring many people to the area. However, what gets people out of their hotel rooms and engaging the local industry before the big game are the events during the Super Bowl week. A party with performers, even well-known performers, is a dime a dozen during Super Bowl week. The Super Bowl Inclusion Party though is a one-Of-a-kind event, bringing well-known performers and an inclusion-based spin to having fun during Super Bowl week. This is exactly why the diverse local community and those visiting will want to participate.

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date: AUG 03 2018

HATE IS WRONG 3032 MARYLAND AVE S ST LOUIS PARK, MN 55426

Employer Identification Number: 82-3807599 DLN: 17053073311028 Contact Person: ID# 31172 RENEE RAILEY NORTON Contact Telephone Number: (877) 829-5500 Accounting Period Ending: December 31 Public Charity Status: 170(b)(1)(A)(vi) Form 990/990-EZ/990-N Required: Yes Effective Date of Exemption: November 21, 2017 Contribution Deductibility: Yes Addendum Applies: No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

HATE IS WRONG

Sincerely,

stephen a. martin

Director, Exempt Organizations Rulings and Agreements

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	State the company was
company:	incorporated/organized in:
Contact name:	Contact email:
Contact Street, City,	
State, Zip:	
About Your Company	
_	ation. How many years has the company been incorporated, and what is the company's
experience in producing similar e	events?
Name of event	
Fvent date(s)	
Event venue/c)	
Event venue(s)	
	This is the total number of anticipated hotel or short-term-rental room
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Total wasingted an one winds	nights the event will generate within Broward County. If you do not
Total projected room nights _	know this number, write "unknown".
Total projected attendance	This is the total number of attendees you expect at the event.
Why do you expect these num	bers?
	lease detail the prior performance of the event (room nights and/or attendance).
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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.)?			
Proposed investment	This is the amount of money you're requesting in this application.			
Section 2. Event plan				
•	nt with answers to the questions in Section 2 may be submitted with this document;			
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Please summarize the event, w	who it appeals to, and why it would be a good fit for Broward County.			

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Describe how the local tourism industry is inv	
For example, are you partifering with local not	tels for promotions or are local restaurants participating as vendors, etc.?
Sign and date application	
	3/2019



Brustman Carrino Public Relations Taste of the NFL

PR/Marketing Timeline
July 2019 – February 2020

August 2019

- Create press kit for TNFL including overall release announcing the event and top-tier celebrity chefs, host committee members and honorees, images, chef blurbs, boilerplates and bios as needed.
- Draft and distribute ask to South Florida chefs/restaurants with guidelines on how to participate in the KHC and compete for a spot at the *Party with a Purpose* event.
- Distribute announcement press release to local and national media. Procure inclusion in long lead seasonal calendars.
 - o Party with a Purpose date, ticket link, etc.
 - o Kick Hunger Challenge details and how the community can get involved.
- Select outreach to local businesses, organizations and philanthropic heavyweights to aid in the process of procuring Hunger Heroes/Sponsorships.
- Begin coordination of award and presentation to Don Shula with the Dolphins and Shula's staff.
- Begin discussing ideas for activations for TNFL at Grid-Iron Grill Off (Saturday, November 9, 2019).

September 2019

- Pitch and secure TNFL inclusion in long-lead publications and special sections including the *Miami Herald, INDULGE, Ocean Drive, Sun Sentinel, Gold Coast, Venice, Aventura Magazine, Haute Living, MIAMI Modern Luxury, Miami New Times, Selecta* and more for inclusion in Fall, Winter and Holiday issues.
- Submit *Party with a Purpose* to all local event calendar listings; continue to coordinate long lead media coverage.
- Assist TNFL with securing a local event photographer to capture the event.
- Pitch long-lead national TV such as the TODAY Show, Good Morning America, etc.
- Distribute a release locally regarding how South Florida restaurants are working to raise funds for the KHC.

October 2019

- Distribute release announcing chef promotions for KHC and how people can participate in donating throughout the season.
- Finalize activations at Grid-Iron Grill Off.

November 2019

- Distribute release announcing award and presentation to Don Shula at the half-time show on Sunday, December 22, 2019.
 - Secure short lead media coverage and a potential interview to use as b-roll during the presentation beforehand.
- Grid-Iron Grill Off (Saturday, November 9, 2019)
 - Staff event as needed.

December 2019

- Distribute release announcing the entertainment and how to purchase tickets for holiday gift giving to the super fan in your life.
- Continue to pitch to local broadcast, print and online media.
- Secure short lead column items and feature stories in regional as well as key national and Spanish language media.
- Create targeted list of local media to invite to *Party with a Purpose*.

- Award Presentation to Don Shula during half-time at Dolphins/Bengals Game (Sunday, December 22, 2019)
 - Coordinate interview requests in advance.
 - Staff event as needed and assist with media, photographers, and camera crews onsite.

January 2020

- Distribute release announcing the KHC chef winners and who will be participating in *Party* with a *Purpose* and push ticket sales.
- Work with local influencers on ticket giveaways for the event.
- Coordinate interviews for key spokespeople at Party with a Purpose and provide media training as needed.
- Lock-in local TV and/or radio appearances for spokesperson and/or participating chef to promote the event. Targets to include: NBC 6, ABC 10, FOX 7 CBS 4, CW 39 as well as Univision 23 and Telemundo 51.
- Draft and distribute a media alert the last week of January.

February 2020

- Reach out to local news affiliates to secure night of coverage for Party with a Purpose.
- Friday Night Huddle (Friday, January 31, 2020)
 - Staff and assist as needed. Details to be discussed.
- Party with a Purpose (Saturday, February 1, 2020)
 - o Coordinate onsite interview requests for talent in advance.
 - o Staff event as needed and assist with media and event photographer onsite.
 - Assist with any red carpet, step and repeat.
- Create and distribute an après release in the days following the event to secure post-event coverage.

	2020 Chets & Players		1
Team	Chef	Restaurant	Player
Arizona Cardinals	Beau MacMillan	Elements	AQ Shipley
Atlanta Falcons	Kevin Rathbun	Rathbun's	Chris Draft
Baltimore Ravens	Nancy Longo	Pierpoint	Qadry Ismail
Buffalo Bills	Brad Rowell	Grange Community	Joe DeLamielleure
Carolina Panthers	Blake Hartwick	Bonterra	Dante Wesley
Chicago Bears	Carrie Nahabedian	Brindille	Durite Westey
Cincinnati Bengals	Michelle Brown	Jag's Steak and	David Fulcher
Cleveland Browns	Rocco Whalen	Fahrenheit	Al "Bubba" (James)
Dallas Cowboys	Kent Rathbun	Imoto	Jay Novek
Denver Broncos	Troy Guard	TAG	Mark Schlereth
Detroit Lions	Bryan Hartway	Joe Muer Seafood	Curly Culp
Green Bay Packers	Justin Aprahamian	Sanford Restaurant	Donny Anderson
Houston Texans	Robert Del Grande (executive chef featured in program as well)	Café Annie	Chester Pitts
Indianapolis Colts	Tyler Herald	Patachou	Ken Dilger
	Louis Kurz		•
Jacksonville Jaguars		Black Sheep	George Wrighster
Kansas City Chiefs	Michael Smith	Farina	Eddie Kennison
Los Angeles Chargers	David LeFevre	MB Post	Kellen Winslow Sr.
Los Angeles Rams	Steve Samson	Sotto	Tom Mack
Miami Dolphins	Allen Susser	Chef Allen's	John Offerdahl
Minnesota Vikings	Thomas Boemer	In Bloom	Randall McDaniel
New England Patriots	Steve Difillippo	Davio's Northern Italian	Christian Fauria
New Orleans Saints	Issac Toups	Toups Meatery	La'Roi Glover
New York Giants	Brenten Lee	Tribeca Grill	
New York Jets	Taku Sato	Nobu Fifty Seven	Freeman McNeil
Oakland Raiders	Tanya Holland	Brown Sugar Kitchen	Ray Buchanan
Philadelphia Eagles	Jack McDavid	Jack's Firehouse	Jerry Sisemore
Pittsburgh Steelers	Scott Walton	Acorn	Andy Russell
San Francisco 49ers	Parke Ulrich	Waterbar	Dave Wilcox
Seattle Seahawks	John Howie	Seastar Restaurant &	Craig Terrill
Tampa Bay Buccaneers		Parkshore Grill	Dexter Jackson
Tennessee Titans	Deb Paquette	Etch	Anthony Dorsett
Washington Redskins	Jeff Tunks	Passionfish	Brig Owens
Pro Football Hall of	Mike Hawks	The Rail	Roger Wehrli
The Perfect Season	Demetrio Zavala	Shula's Steak Houses	Dick Anderson
National Football	Marc Payero	NFL Huddle Café	
Verlasso Salmon		Verlasso Salmon	
Cake Boss	Mauro Castano & Joey Faugno	Carlo's Bakery	
Gridiron Grill-off			
Embassy Suites			
Broward Count CC			
Flavors of South Florida			
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	Paula DeSilva	Burlock Coast at The Ritz	- Mark Duper
Kick Hunger Challenge			Jan Stenerud Morten
Lunchbox			Paul Krause, Bobby
Necklace			Will Witherspoon &
MISC.			Gus Frerotte
			La'Roi Glover
			Jack Youngblood
National Player Rep			Ben Leber

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Wayne Kostroski 11/05/2019