

**CITY OF FORT LAUDERDALE
CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB)**

REGULAR MEETING

Wednesday – January 15, 2020

3:30 PM

CITY HALL

8th FLOOR CONFERENCE ROOM

100 NORTH ANDREWS AVENUE

FORT LAUDERDALE, FLORIDA 33301

AGENDA

- | | |
|---|--|
| I. Call to Order/ Roll Call
Quorum | Danella Williams
CCRAB Chair |
| II. Selection of Chair and Vice Chair | Cija Omengabar
CRA Planner |
| III. Approval of CCRAB Meeting Minutes <ul style="list-style-type: none">• Regular Meeting – December 4, 2019 | CCRAB Chair |
| IV. Central City Event Funding Request - \$20,000
13 th Street Craft Beer and Wine Festival | Abby Laughlin
Vice President
Central City Alliance |
| V. Communications to City Commission | CCRAB Members |
| VI. Old/New Business | Cija Omengabar
CRA Planner |
| VII. Public Comment | CCRAB Chair |
| VIII. Adjournment | CCRAB Chair |

THE NEXT REGULAR CCRAB MEETING WILL BE HELD, FEBRUARY 5, 2020

Purpose: To review the Plan for the Central City CRA and recommend changes; make recommendations regarding the exercise of the City Commission's powers as a community redevelopment agency in order to implement the Plan and carry out and effectuate the purposes and provisions of Community redevelopment Act in the Central City Redevelopment CRA; receive input from members of the public interested in redevelopment of the Central City Redevelopment CRA and to report such information to the City Commission sitting as the Community Redevelopment Agency.

Note: Two or more Fort Lauderdale City Commissioners or Members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

Note: If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need a record of the proceedings and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Anyone needing auxiliary services to assist in participation at the meeting should contact the City Clerk at (954) 828-5002, two days prior to the meeting.

Note: Advisory Board members are required to disclose any conflict of interest that may exist with any agenda item prior to the item being discussed.

Note: If you desire auxiliary services to assist in viewing or hearing the meeting or reading agendas or minutes for the meetings, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services to you.

DRAFT MEETING MINUTES
REGULAR MEETING
CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB)
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
THURSDAY, DECEMBER 4, 2019 – 3:30 PM

September 2019 – August 2020

BOARD MEMBERS		<u>Regular Meetings</u>		<u>Special Meetings</u>	
		<u>Present</u>	<u>Absent</u>	<u>Present</u>	<u>Absent</u>
Mark Antonelli, Chair	P	2	0	0	0
Danella Williams, Vice Chair	P	1	1	0	0
Leslie Brown	A	0	2	0	0
Luis Castillo-Olivera	P	2	0	0	0
Pieter Coetzee	A	1	1	0	0
Charlene Gunn	P	2	0	0	0
Peter Kosinski	P	2	0	0	0
Laxmi Lalwani	A	1	1	0	0
Theodore Spiliotes	A	1	1	0	0
Zachary Talbot	P	2	0	0	0
Alex Workman (arr. 3:39)	P	2	0	0	0

At this time, there are 11 appointed members to the Board; therefore, 6 constitute a quorum.

Staff:

Cija Omengebar, CRA Planner/Liaison
Stephanie Hughey, CRA Administrative Aide

I. Call to Order

Mark Antonelli, Vice Chair, called the meeting to order at 3:38 p.m. It was noted that a quorum was present.

Communication to the City Commission:

None

II. Approval of Meeting Minutes

- **Regular Meeting, October 3, 2019**

Motion made by Mr. Castillo-Olivera, seconded by Mr. Talbot to approve the October 3, 2019, regular meeting minutes. In a voice vote, the motion passed unanimously.

III. Communications to City Commission – None

IV. Old/New Business

- **Rezoning Update**

Ms. Omengebar noted the Rezoning Update has not yet been scheduled as the Department is still making their review. Some of the work is done and there have been several meetings; perhaps Rezoning can schedule a meeting with the Board in January.

In open discussion the Board discussed various methods to keep the momentum going for community events and what will bring about the most participation from the Community. A refresher of the permitted uses and other procedures would be helpful.

- **Reschedule January 1st Meeting**

Ms. Omengebar gave some options for rescheduling the Regular Meeting to later in the month; January 15 was proposed. Chair Antonelli noted that he will not be there as he has termed out and this is his last meeting.

Motion made by Vice-Chair Williams, seconded by Mr. Castillo-Olivera, to reschedule the Regular Meeting to Wednesday, January 15, 2020. In a voice vote, the motion passed unanimously.

- **Next meeting agenda suggested items**

Ms. Omengebar recapped the discussion to reflect two items: Election of New Chair and Rezoning Update.

On a different matter, referring to the Sherwin Williams proposal on NE 4th Avenue (ZR19003) discussed at the October meeting, Vice-Chair Williams had a few more questions that Mr. Castillo-Olivera was able to explain about the parking lot and boundaries.

- **Central City CRA Event Application**

Ms. Omengebar said the only feedback from the Board was No. 16, Item B, to remove the option “on the weekend” and instead it will just be for both. Right now, nobody knows about the opportunity for this event planning application, so perhaps the community could be notified of the incentive by sending out to all the business owners. A short discussion followed.

V. Adjournment

The next regular CCRAB meeting will be held January 15, 2020.

Motion to adjourn the meeting was duly made and seconded. There being no further business, the meeting was adjourned at 3:58 p.m.

[Minutes written by M. Moore, Prototype, Inc.]



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

INSTRUCTION:

FILL IN ANSWERS TO QUESTIONS 1 THROUGH 12.

1. NAME OF EVENT:

13th Street Craft Beer & Wine Festival with Car Show

2. LEGAL NAME OF APPLICANT (LAST NAME, FIRST NAME):

Curtis, Barry

3. IF COMPANY, ORGANIZATION, OR ASSOCIATION IS PRODUCING THE EVENT, PROVIDE THE NAME AS LISTED IN SUNBIZ.ORG AND PROVIDE NAME AND POSITION OF INDIVIDUAL, AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY.

Central City Alliance, Inc.
Barry Curtis, President

4. LOCATION OF EVENT (PROVIDE DESCRIPTION & LOCATION MAP SEPARATELY):

NE 13th Street, Fort Lauderdale FL 33304
(East side of NE 5th Terrace to West side of NE 8th Avenue)

5. TOTAL COST:

A complete budget breakdown is not yet finalized, but current estimates put the costs at \$30,000 to produce.

6. DOLLAR VALUE AMOUNT BEING REQUESTED (INDICATE WHAT FUNDS WILL BE USED FOR):

\$20,000 will be used for costs associated with producing, marketing and promoting this Festival; including infrastructure costs, permitting, entertainment enhancement and outdoor signage. Specifically, we would like to hire a Marketing & Promotions firm to professionally market this event.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

7. LIST OTHER REVENUE SOURCES:

(IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, STATUS OF REQUESTED FUNDS. ATTACH A NARRATIVE IF NECESSARY.)

At the time of this application, the Festival is not receiving any additional funding. The Festival will work to secure funding via sponsorship dollars from local businesses/brands in exchange for exposure at this event. The solicitation of these sponsorships has just begun and will be minimal compared to the amount requested.

8. PROPOSED ACTIVITIES (ATTACH A NARRATIVE IF NECESSARY):

This year's Festival will mirror last year with the following: ³6 blocks of closed streets in the hip revitalized 13th Street Corridor, DJ, Live Entertainment (music, dancers) on stage, Demonstrations, Local Pet Rescues, Classic Car Show, 50+ Vendor Booths, Kids Activity & Play Area, 14+ Breweries & Wineries offering sampling, CycleParty (roaming bicycle powered TikiHut), Artisan Market, Vote for your Favorite Beer/Wine/Car, local shops offering specials... and ample free parking.

9. PROJECTED ATTENDANCE:

2,000

10. COST TO ATTENDEES:

General Admission is FREE. Purchase a wristband for Craft Beer & Wine Sampling. \$30 Jan purchase, \$35 February purchase, \$40 March to day of event.

11. DATE(S) OF THE EVENT:

Saturday March 7, 2020

12. HOURS OF OPERATION:

4-8 pm with ample time for set up and clean up on either end.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

QUESTION (13 – 17). ATTACH A SEPARATE NARRATIVE IF NECESSARY.

- 13. CRA EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE “SEED” MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT WILL BECOME SELF-SUSTAINING WITHIN 3 TO 5 YEARS. ATTACH A NARRATIVE IF NECESSARY.**

As a community driven organization, it will always be a goal of the Central City Alliance to donate a large portion of the Net Proceeds from the Festival to a local charity. In addition, the CCA will always strive to have Free General Admission at the Festival to benefit the larger Broward County community. That said, the CCA will always seek outside funding sources to produce a high quality event while providing a maximum donation/benefit to a local non-profit organization. We are optimistic that continued collaborative efforts in marketing, media and sponsorship sales will help us to obtain strong ticket sales. Business plan attached.

- 14. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED/ADVERTISED.**

Similar to last year, the Central City Alliance will utilize print and digital marketing and social media to promote its Festival. This year we would like to include radio advertising. Digital marketing and social media drives Festival attendance and general “buzz”, defined as word of mouth + word of mouse ^{mouth} has proven most effective. Specifically EventBrite, the GOapp and Groupon were utilized to target a wider audience, creating well over 12,000+ page views through event discovery and direct traffic. By securing a Marketing & Promotions firm, we will have a more dedicated, thorough platform to attract more visitors.



CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY

CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM

15. EXPLAIN HOW THE PROPOSED EVENT IMPROVES THE IMAGE AND PROFILE OF THE CENTRAL CITY CRA?

The re-development of 13th Street and the mission of the Central City CRA are well aligned. With an emphasis on community building, public improvements and business development initiatives, the partnership between the CCA ' s 13th Street Festival and the Central City CRA is seamless.

Specifically, the Central City Alliance ' s 13th Street Festival will be an opportunity to showcase the renovations that can be directly credited to the Central City CRA. Attendees, potential investors, neighbors, shoppers and other populations will see first hand how desirable it is to invest in the Central City CRA. Awareness will be increased regarding how the Central City CRA directly contributes to this community.

Having the CRA represented in all marketing efforts facilitates their desire to foster dynamic and vibrant environments and support economic opportunities in our community. This partnership will leverage resources and contribute to the overall mission of the Central City CRA.

16. DISCUSS IN DETAIL THE POSITIVE IMPACT(S) THE PROPOSED EVENT WILL HAVE FOR THE CENTRAL CITY REDEVELOPMENT AREA AND HOW IMPACT(S) WILL BE MEASURED AND REPORTED TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD (CCRAB) UPON COMPLETION OF THE EVENT.

Having the Central City CRA logo included in the Festival ' s marketing and promotional platform will increase visibility. While the Central City CRA is a vital piece of Fort Lauderdale ' s redevelopment and revitalization, many people are unaware of it. The Festival is an opportunity for the Central City Alliance to share the spotlight with an organization that provides so much to our community, allowing it to shine brightly for all to see.

Post-Festival, we will provide proofs of marketing and promotional materials that included the Central City CRA logo.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

**CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM**

CENTRAL CITY REDEVELOPMENT AREA EVENT FUNDING TERMS

17. DESCRIBE HOW THE CENTRAL CITY CRA SPONSORSHIP WILL BE INCLUDED IN ADVERTISING AND MARKETING PLANS FOR THE EVENT; PROVIDE PROOF WHERE APPLICABLE.

The Central City CRA logo will be included in a variety of marketing and promotional materials, giving greater exposure and branding. This includes but is not limited to:
Logo recognition on event specific pages (digital & print)
Logo recognition on promotional materials (T-shirts, wristbands, cups)
Logo recognition on social media
Logo recognition on placards at Car Show

❖ ITEMS (A - D) BELOW ARE REQUIRED:



A. CRA LOGO

SHALL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT AND IN PROPORTION WITH/OTHER SPONSORS AT SIMILAR LEVELS, INCLUDING RADIO, TV, PRINT, ONLINE AND EVENT SITE VIA BANNERS AND STAGE ANNOUNCEMENTS.



B. PROVIDE OPPORTUNITY FOR CRA BOOTH OR INFORMATION GIVE AWAY:

- *10X10 FOOTPRINT AT THE EVENT. THE CRA WILL BE RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL (OR COST OF RENTAL) AND STAFFING FOR ITS FOOTPRINT.*
- *AGREE TO DISPLAY INFORMATION RACK CONTAINING CRA INFORMATION FOR PUBLIC TAKE- AWAY. THE CRA WILL BE RESPONSIBLE FOR PROVIDING DISPLAY RACK PRIOR TO EVENT AND PICKING-UP DISPLAY RACK AND ANY LEFT-OVER INFORMATIONAL PIECES NOT USED.*



C. PROVIDE POST-EVENT PRESENTATION TO THE CENTRAL CITY REDEVELOPMENT ADVISORY BOARD REGULAR MEETING.



D. COMPLETE NEW VENDOR REGISTRATION FORM AND W-9. BOTH WILL BE USED IF APPLICATION IS APPROVED FUNDING.



**CITY OF FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY**

CENTRAL CITY AREA
EVENT FUNDING APPLICATION FORM

CONTACT INFORMATION	
NAME OF APPLICANT	Barry Curtis
NAME OF COMPANY/ORGANIZATION	Central City Alliance
POSITION/TITLE OF APPLICANT	President
PHYSICAL ADDRESS	690 NE 13th Street
ZIP CODE	Fort Lauderdale 33304
OFFICE PHONE NUMBER	954-530-3518
MOBILE NUMBER	
EMAIL ADDRESS	info@centralcityalliance.org

APPLICANT SIGNATURE

DATE SIGNED

	<u>2019 Actual</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
# Attendees	1500	1995	2195	2414
Ticket Sales	\$20,840	\$27,717	\$30,489	\$33,538
Sponsorship	\$4,500	\$5,985	\$6,584	\$7,242
CRA Grant	\$0	\$20,000	TBD	TBD
Total Revenue	\$25,340	\$53,702	\$37,072	\$40,780
Expenses				
Advertising	\$1,599	\$2,127	\$2,339	\$2,573
City/County/State Fees	\$1,420	\$1,889	\$2,077	\$2,285
Insurance	\$874	\$1,162	\$1,279	\$1,407
Production Services	\$1,700	\$2,261	\$2,487	\$2,736
Supplies	\$2,887	\$3,840	\$4,224	\$4,646
Rentals	\$3,233	\$4,300	\$4,730	\$5,203
Beer & Wine	\$2,434	\$3,237	\$3,561	\$3,917
PR Firm		\$10,000	\$11,000	\$12,100
Misc	\$1,000	\$1,330	\$1,463	\$1,609
Total Expenses	\$14,147	\$28,816	\$31,697	\$34,867
NET PROFIT	\$11,193	\$24,887	\$5,375	\$5,913
Charity Distribution	\$5,000	TBD	TBD	TBD

2023

2655
\$36,892
\$7,966
TBD
\$44,858
\$2,831
\$2,514
\$1,547
\$3,009
\$5,111
\$5,723
\$4,309
\$13,310
\$1,770
\$38,353
\$6,504
TBD

13th Street Craft Beer & Wine Festival with Car Show



March 7, 2020
Presented by Central City Alliance

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SUMMARY

Summary:

Since the dawn of the 13th Street rebirth, *community* has been it's theme. In fact, long before the recent development, locals banded together to make the neighborhood a safer place. To solidify this feeling of *community* and inclusion into the 13th Street brand, a permanent art display was installed in the central traffic circle. Designed by local artists and titled the *Unity Beacon*, this beautiful structure serves as a shining example for all neighborhoods.

It is this spirit and enthusiasm that has drawn new investments and vital businesses to the 13th Street corridor. In just a short time, the Central City Alliance and it's neighborhood has hosted several successful events and created quite a buzz in Fort Lauderdale. Each event has drawn a large number of attendees and as a result, more vendors seem eager to participate.

Last year's *13th Street Craft Beer & Wine Festival with Car Show* was a first annual event for the Central City Alliance and tremendous success. With no history to rely on, projections were optimistic yet realistic. All expectations were exceeded. Attendance topped 1500; vendors were ecstatic. It was a picture perfect Fort Lauderdale day and enjoyed by all.

For the second year, the Central City Alliance brings it's Festival with an exciting and expanded array of events to the 13th Street corridor. Based on the trends we have witnessed, we anticipate drawing more than 2,000 unique visitors to this year's Festival.

As a direct result of last year's success, the Central City Alliance was able to donate 50% of the net proceeds to a local charity. H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.

EVENT FEATURES

Event Features:

- Classic Car Show
- Local breweries & wineries sampling
- Food Trucks
- Artisan's Market, including over 50 vendor booths
- Live Music and demonstrations
- DJ
- Hot new District 13 area with creative retail/shops
- Kid's activities and play area
- Vote for your favorite Beer, Wine, and Classic Car
- 6 blocks of street closed off
- Ride CycleParty (roaming bicycle-powered Tiki Hut Bar)
- Convenient location near downtown Ft. Lauderdale
- Free parking
- General Admission is FREE

Saturday, March 7nd, 4-8pm!

NE 13th Street will be closed to motor traffic from NE 5th Terrace all the way to NE 8th Avenue.

Purchase a wristband for Craft Beer and Wine sampling from area brewers and purveyors. Wristband purchases include voting ballots to choose the best beer, wine and cars of the day!

\$30 purchased in January 2020

\$35 purchased in February 2020 to March 6

\$40 Day of Event, Saturday, March 7th

General Admission is FREE

MARKETING

Marketing:

Similar to last year, the Festival will utilize print and digital marketing and social media. This year we would like to include radio advertising. iHeartRADIO and 102.7 The Beach seem like natural audio venues for the Festival. Digital marketing and social media drives Festival attendance. General “buzz”, defined as word of mouth + word of mouse has proved most effective.

Specifically EventBrite, the GOapp and Groupon were utilized to target a wider audience, creating well over 15,000+ page views through event discovery and direct traffic. In addition, we were able to track gender, age and geography statistics, allowing us to better tailor our efforts at this year’s festival. For example, some Groupon sales statistics were:

- 55% of sales were aged 26-35
- 63% of overall sales came from women
- 7% of sales came from zip code 33304

Soliciting sponsors and vendors becomes more targeted when you can explain the demographic you are potentially selling to. These statistics not only make sense but are easy to translate for sponsorship and vendor opportunities.

We want to double our marketing efforts this year but need help in doing so. The Central City Alliance is comprised of busy professionals who juggle careers and families. All are volunteers with limited time. By securing a marketing & promotions firm, we will have a more dedicated, thorough platform to attract more attendees.

FINANCIALS

Financials:

The following assumptions have been applied to this five (5) year projection: 33% increase in revenue and expenses for 2020 and 10% increase in revenue and expenses annually for 2021 - 2023.

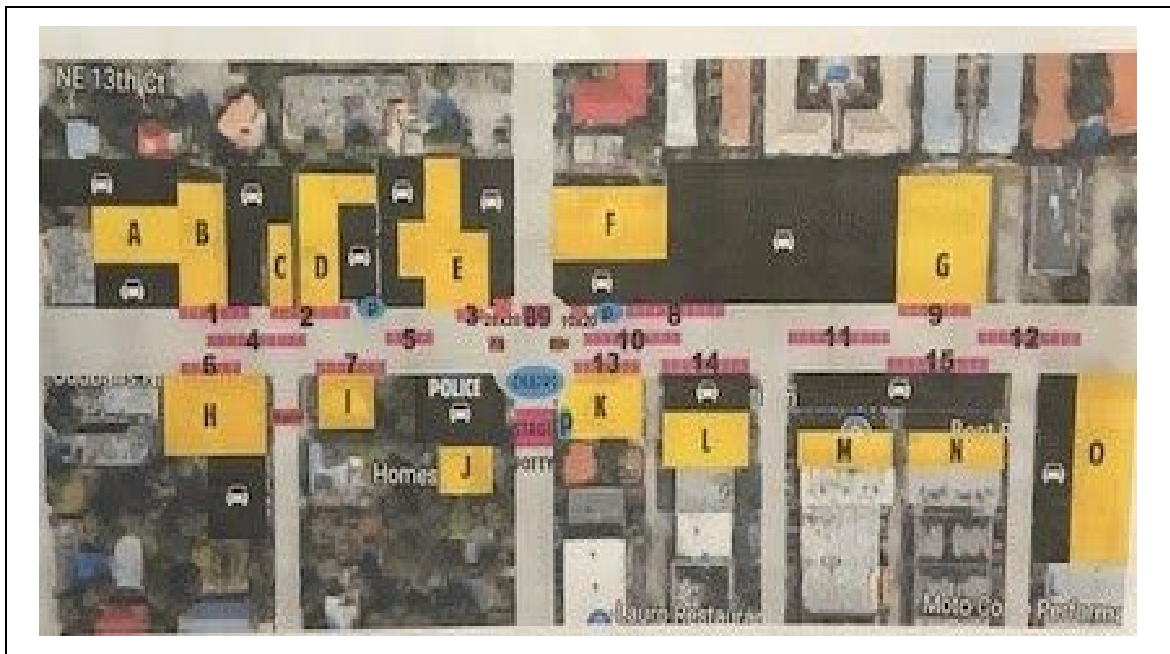
Note the grant contribution of \$20,000* is added to the 2020 column. Without this contribution, Net Income would be significantly affected as a result of adding a marketing & promotions firm to the budget. Because we are *community* driven, receiving grant funds from the CRA would ensure we continue the substantial donation program that was instituted in 2019.

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Charity Distribution	\$5,000	TBD	TBD	TBD	TBD

VENDORS

Vendors:

For a first year effort, we were more than pleased with the vendor response. There were over 50 unique businesses and tents at the event. All of the vendors were thrilled with turn out and have verbally agreed to participate again this year. Contracts will be secured soon. In addition, we hope to attract an additional 15-25 vendors, bringing totals closer to 75. Note these numbers do not include craft breweries, wineries or food trucks. They represent an additional 15 vendors. Below is a vendor map that was used for set-up. Each designated area included 3-6 vendors, with the majority of food and beverage vendors in the traffic circle.



SPONSORSHIPS

Sponsorships:

We were fortunate to have three (3) sponsors who embraced our concept of *community*, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 13th Street Festival. We are aggressively soliciting sponsorship at this time and anticipate a significant increase. Our ultimate goal is three (3) major sponsors and many smaller level sponsors. We feel confident this can be accomplished with last year's successful numbers to report.

Sponsorship Levels:

\$2,500 Presenting Sponsor

Name on banner on both ends of the festival and on Stage

Announce the winners of the Beer Competition

Logo Shown on all Social Media and Print Materials

Name Printed on all Wristbands

\$1,500 Stage & Entertainment Sponsor

Name on banner on stage

Name listed on all Social Media and Print Materials

\$1,000 Car Show Sponsor

Name on Placard at all Car Show Lots

Announce the Classic Car Winner

\$500 T-Shirt Sponsor

Name Prominently Printed on all Volunteer T-Shirts

\$250 Friends of Central City

Post on Facebook and Instagram that you financially support our community!

BENEFACTOR

Benefactor:

As a *community* driven organization, it will always be a goal of the Central City Alliance to donate a large portion of the net proceeds to a local charity. In addition, the Central City Alliance will always strive to have free general admission at it's Festival to benefit the larger Broward County *community*.

As a direct result of last year's success, the Central City Alliance was able to donate 50% of the net proceeds to a local charity.

H.O.M.E.S. Inc. has been a local mainstay on 13th Street since 1998 with *community* as its central theme. Selecting them as the recipient was a natural choice.

This year's recipient is still to be determined. However, the criteria will remain the same; to seek a local, non-profit organization with a *community* based mission.

2019 Recipient



IMAGES





MARCH 7, 2020

13th Street Craft Beer & Wine Festival with Car Show At A Glance



March 2020 will mark the **2nd** annual Festival



75+ volunteers



One FUN filled afternoon



2000+ attendees



75+ beer makers, food trucks, vendors, musicians and dancers



\$5000 donated to H.O.M.E.S. Inc in 2019



DOZENS of marketing/media impressions

13th Street Craft Beer & Wine Festival with Car Show presented by Central City Alliance

For the second year, the Central City Alliance brings it's Festival with an exciting and expanded array of events to the 13th Street corridor.

With more than 1500 attendees at last year's Festival, we anticipate additional enthusiasm, drawing more than 2,000 unique visitors.

13th Street is a vibrant and exciting neighborhood that has recently undergone a transformation. New businesses are attracting customers, making it a perfect venue for this Festival and many other future events.



Event Features

- Classic Car Show
- Local Breweries & Wineries Sampling
- Food Trucks
- Artisan Market
- Live Music
- DJ
- Demonstrations
- Kids Activities and Play Area
- Ride CycleParty ~ a roaming bicycle powered TikiHut
- Local shops open to all
- Free General Admission
- Free Parking
- 6 Blocks of Street closed off

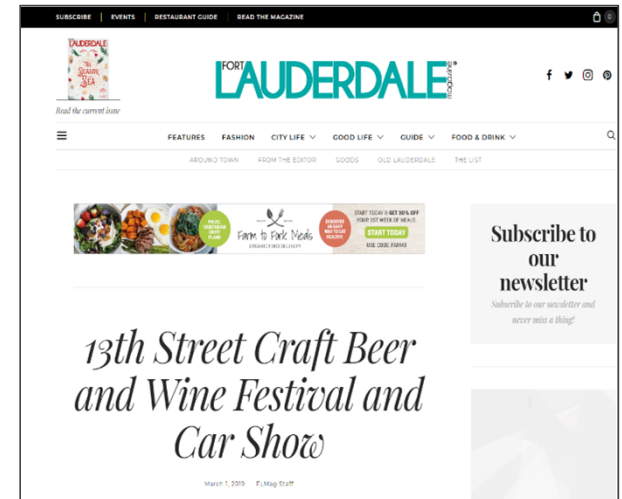
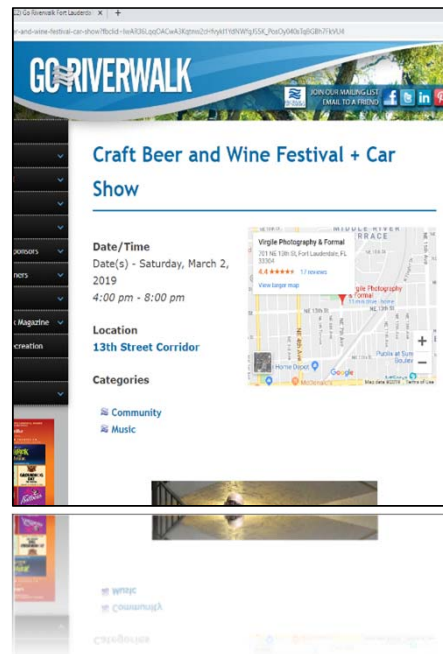


13th Street Craft Beer & Wine Festival with Car Show Social Media & Print Advertising

Social Media



Print Ads



13th Street Craft Beer & Wine Festival with Car Show Marketing & Promotions

The Central City Alliance would like to utilize a marketing & promotions firm in order to reach a broader audience. Several vehicles were used successfully last year with the intention of doubling efforts in 2020.



MARCH 7, 2020

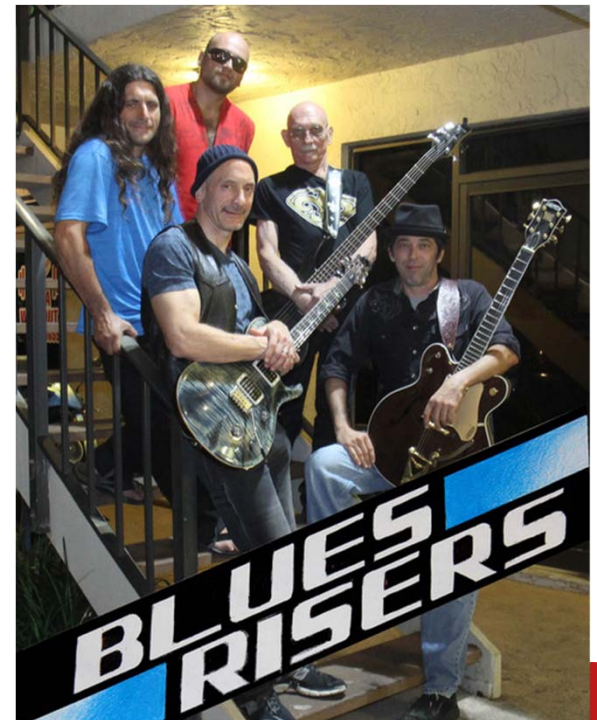
2020 Sponsorship Opportunities

Three sponsors embraced the concept of *community*, saw the benefit of partnering with the Central City Alliance and advanced their brand recognition with presence at the 2019 Festival.

We are aggressively soliciting sponsorship at this time and anticipate a significant increase. We feel confident this can be accomplished with last year's successful numbers to report.

That said, the Central City Alliance will always seek outside funding sources to produce a high quality event while providing a maximum donation/benefit to a local non-profit organization.

Requested Funding: \$20,000





2019 Event Images

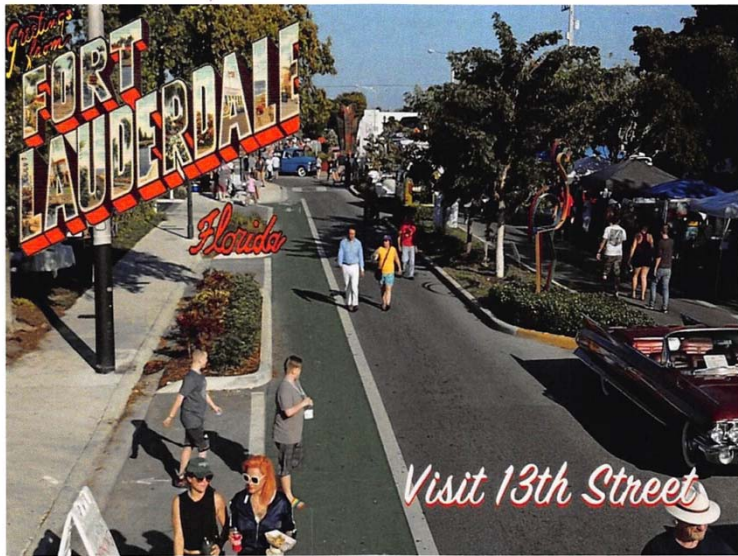


The Symbolism of Central City's Unity Beacon

The base planter bed of this sculpture represents the foundation of this community and its growth.

The middle sculpture signifies the chaos and struggles the community has gone through to transform this area into a vibrant home for the neighborhood.

The top sculpture represents four people embracing, signifying our diverse community coming together. The illumination denotes Central City's bright future.



EMBRACING COMMUNITY

A portion of the proceeds will
be donated
to a local charity
to be determined.

2019 Recipient

