

ABFF Ventures LLC

Application #0008

Primary Contact:	Mr. Jeff Friday
Phone:	(201) 207-6675
Email:	jeff@abffventures.com

Applicant Profile

Applicant Type	Organization
Legal Name	ABFF Ventures LLC
Address	4111 W. Alameda Ave Burbank, California 91505 UNITED STATES
Telephone	(201) 207-6675
Primary Contact	Mr. Jeff Friday CEO Phone: (201) 207-6675 Email: jeff@abffventures.com
FEIN / TAX ID	37-1769556
Date Organization Formed	06/25/2020
Fiscal Year Ends Date	12/31
Web Address	www.abff.com

Mission Statement

ABFF Ventures LLC (ABFFV) is an American entertainment company specializing in the production of events that celebrate Black culture and achievement. Its mission is to curate live experiences and digital platforms that empower Black talent and showcase new voices in the arts and entertainment. The company, headquartered in Los Angeles, is led by husband-and-wife team Jeff and Nicole Friday. In creating ABFF Ventures, Founder & CEO Jeff Friday channeled his passion for Blackness as well as his discomfort with the marginalization and underrepresentation of people of color in the entertainment business into an organization committed to advocating for diversity within the industry. Through his vision and perseverance, the company has an impressive legacy in Hollywood, having earned a tremendous amount of goodwill within the talent and corporate communities. The company's tent-pole property is the American Black Film Festival (ABFF), which was founded in 1997 and today widely considered the preeminent event of its kind in the world.

Organization History

The American Black Film Festival is an annual event dedicated to recognizing Black talent and show-casing quality film and television content by and about people of African descent. Dedicated to the belief that diverse artists deserve the same opportunities as their mainstream counterparts, ABFF Found-er Jeff Friday conceived the festival in 1997 as a vehicle to strengthen the Black entertainment community by fostering resource sharing, education and artistic collaboration. As "the nation's largest gathering of Black film and television enthusiasts" the ABFF attracts a broad audience of celebrity talent, emerging artists, upscale consumers and industry stakeholders. Historical-ly, 7,000 to 10,000 people have traveled to Miami Beach each year for the

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event. The festival opens with the debut of an upcoming Hollywood release followed by a robust lineup of studio premieres, in-dependent film screenings, master classes, panels, celebrity talks, live entertainment, and a variety of networking and hospitality events. With the support of a global network of major entertainment, media and consumer product companies, the festival continues to lead the way promoting diversity in the motion picture and television industries. The 26th annual ABFF will take place in Miami Beach, June 15-19, 2022,

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Overview

MIAMI BEACH SPECIAL EVENT SPONSORSHIP PROGRAM OVERVIEW

for complete details please review the [City of Miami Beach Special Event Guidelines](#) and [Special Events Sponsorship Program Informational Session Presentation](#)

APPLICATION DEADLINES - FY2022/2023

Events held between October 1, 2022 – September 30, 2023.

Applications open on January 1, 2022, and close on February 28, 2022.

PURPOSE OF THE PROGRAM

The City of Miami Beach is offering a Special Event Sponsorship Program for events held in Miami Beach. The purpose of this Sponsorship Program is to provide financial assistance and in-kind support to local festivals, special events, community events, or programming that attract quality events and promote community engagement; therefore, continuing to elevate Miami Beach as a world-class tourist destination. The City recognizes the important role that sponsorships play in supporting the event community, as well as the promotion of tourism, economic and cultural development efforts as a whole.

Please refer to the Application Deadlines listed above. All events that apply must meet the criteria listed below in order to qualify.

GOALS AND OBJECTIVES

Special Event Impact

- Provide unique and engaging experiences that increase resident quality of life.

Economic Impact

- Verified to increase tourism by hotel rooms block contract(s) and targeted tourist attendance.

Social and Community Impact

- Promote Miami Beach as a national and international tourist destination.
- Event must be accessible to the general public.

Special and Cultural Event Goal

- Strengthen Miami Beach by enhancing the City's Cultural Events.

Source Funding

- Prove \$1 to \$1 matching fund. Funding received from the Miami Beach Visitor and Convention Authority (VCA), the Cultural Affairs Council (CAC), or the Greater Miami Convention and Visitors Bureau, may not be utilized for the \$1 to \$1 match.

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ELIGIBILITY REQUIREMENTS/CRITERIA

1. The special event, community project or program support the aforementioned goal and objectives.
2. Applicants are required to furnish an event budget and a minimum \$1 to \$1 funding match (cash, in-kind, or a combination of both);
3. The Applicant's history and performance in delivering quality events;
4. Are any benefits being directly provided to the general public with respect to the event, such as free or discounted tickets to persons residing; in the City of Miami Beach, seniors, veterans, or member of disadvantaged groups;
5. Whether the event is accessible to the general public (either as a ticketed event or otherwise);
6. Demonstrable economic impacts associated with the event;
7. Must demonstrable media commitments have secured by the Applicant for the event; or
8. The efforts undertaken by the Applicant to mitigate any quality of life impacts associated with the event, including noise, littering, traffic or parking impacts associated with an event.
9. Both profit and non-profit organizations are eligible to apply. For profit organizations must provide their Federal Tax ID and event budget. If the Applicant is located in Miami Beach, Applicant must also provide your BTR # in the Sponsorship Application.
10. Applicants applying through a "fiscal agent" are not eligible.

A Special Events staff member will be available to assist in determining eligibility and discussing guidelines with applicants.

ELIGIBLE SPONSORSHIP ACTIVITIES

- Sponsorship is specifically allocated for events that activate and attract community engagement to and in Miami Beach.
- Eligible activities/ events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and athletic events.

ELIGIBLE SPONSORSHIP USES

- Event Equipment/ Supplies/ Rentals
- Marketing/ Advertising/ Promotion
- Entertainment/ Talent
- Event Security
- City Services Administrative Fees
- Film/ Photography

INELIGIBLE SPONSORSHIP USES

- Building Permits
- City Services Personnel Fees

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- Rent/Lease or Mortgage
- Local or State Licenses
- Insurance
- Taxes
- Travel Expenses
- Late Payment Fees or Fines
- Purchase of Alcohol or Tobacco Products
- Salaries/ Staff Wages
- Utility Bills
- Debt Replacement
- Licenses/Certificates

NON-PROFIT WAIVERS MAY INCLUDE:

- Application and Permit Fees
- Square Footage Fees
- Vehicle Beach Access Passes
- User Fees
- City Services Administrative Fees

GENERAL CONDITIONS

1. All sponsorship recipients must comply with Sec. 12-5 of Chapter 12 (Arts, Culture and Entertainment) of the City Code, wherein standards and procedures for the issuance of special event permits are set forth.
2. Sponsorship recipients may only use the sponsorship funds for the purposes that are specifically described in eligible uses of funding, unless otherwise approved.
3. All sponsored activity(ies) funded must take place within the funding period.
4. The sponsorship recipient shall keep accurate and complete books and records of all receipts and expenditures of the sponsorship funds, in accordance with reasonable accounting standards, and shall retain such books and records at the completion of the event. These books and records, as well as all document pertaining to payments received and made in conjunction with the sponsorship, including, but not limited to, vouchers, bills, invoices, receipts, and cancelled checks, must be directly related to sponsored activities.
5. The sponsorship recipient must provide the City with a final report of all sponsorship fund expenditures.
6. The sponsorship will be awarded with the understanding that the event will enhance activate and attract community engagement to Miami Beach.
7. Approved City/public space may be used for sponsored uses only during the time(s) and location specified in the sponsorship application.
8. The City may monitor and conduct an evaluation of the event funded by this Sponsorship.

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9. The Recipient must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
10. The Recipient shall indemnify and hold harmless the City and its officers, employees, agents, and contractors, from and against any and all actions (whether at law or inequity), claims, liabilities, losses, expenses, or damages, including, but not limited to, attorneys' fees and cost of defense, for personal, economic, or bodily injury, wrongful death, or loss of or damage to property, which the City or its officers, employees, agents, and contractors may incur as a result of claims, demands, suits, causes of action or proceedings of any kind or nature arising out of, relating to, or resulting from the activation by the Sponsorship Applicant or its officers, employees, agents, servants, partners, principals or contractors. Sponsorship Applicant shall pay all claims and losses in connection therewith and shall investigate and defend all claims, suits, or actions of any kind or nature in the name of the City, where applicable including appellate proceedings, and shall pay all costs, judgments, and attorneys' fees which may issue thereon. Sponsorship Applicant expressly understands and agrees that any insurance protection required by this Agreement, or otherwise provided, shall in no way limit its obligation, as set forth herein, to indemnify, hold harmless, and defend the City or its officers, employees, agents, and contractors as herein provided.
11. The Recipient of this Sponsorship funds may not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
12. The Recipient shall not be permitted to assign this Sponsorship to any other party. Any purported assignment will be void and shall be treated as a default of the Sponsorship Agreement.
13. The Recipient agrees to abide by and be governed by all applicable Federal, State, County, and City laws.
14. Any uncommitted Sponsorship Funds which remain in the possible or under the control of Recipient must be returned to the City within thirty (30) days of the submitted Final Report.
15. Sponsorship funds expires and the Sponsorship must be closed out by the end of each funding period.

COMPLIANCE WITH LAWS / GOOD STANDING WITH THE CITY

The Sponsorship agrees to abide by and be governed by all applicable Federal, State, County, and City laws, including but not limited to Miami-Dade County's Conflict of Interest and Code of Ethics Ordinance, as amended, which is incorporated herein by reference as if fully set forth herein, and Chapter 2, Article VII of the Miami Beach City Code, as amended, which is incorporated herein by reference as if fully set forth herein. Sponsorship Applicant shall maintain its good standing in accordance with the laws of the State of Florida and the City of Miami Beach Code of Ordinances ("City Code"), and shall comply with any City Code requirement applicable to Sponsorship Applicant or to the Sponsorship Applicant's operation, its business or other activities in the City of Miami Beach, including, without limitation, obtaining any Certificate of Use or Business Tax

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Receipt(s) that may be required for any business activity, timely making payment of all taxes, fees or charges that may be due to the City of Miami Beach. Sponsorship Applicant shall promptly take corrective action to correct any City Code violation or notice of violation issued by any governmental agency with jurisdiction over Sponsorship Applicant. Further, Sponsorship Applicant agrees to comply with the terms and conditions of any lease, contract, or other sponsorship agreement that Sponsorship Applicant may have separately entered into with the City of Miami Beach ("Other City Contracts"). Any failure by Sponsorship Applicant to comply with any provision of the City Code applicable to Sponsorship Applicant, or any breach or default by the Sponsorship Applicant of any covenant or other term or condition contained in any Other City Contracts (after the passage of any applicable notice and cure provision set forth therein), shall, at the option of the City, be considered a Default (as such term is defined more fully below in Article II, Section 14 of this Agreement), in which event the City shall be entitled (but in no event required) to apply all rights and remedies available to the City under the terms of this Agreement by reason of an Sponsorship Applicant's breach or failure to comply with said obligations. Recipient shall comply with Florida Public Records law under Chapter 119, Florida Statutes, as may be amended from time to time.

PRE- QUALIFYING REQUIREMENTS

Sponsorship Applicant must provide the following:

- Letter of Intent and funding request
- Clear detailed history of event organizer's capacity to produce the event. (examples of previous 3 years of events or history of proposed sponsored event or post-event/afteraction).
- Marketing Plan
- Copy of the event budget and proof of 1:1 funding match
- Copy of hotel contract(s)
- CAD Site Plan to scale with area/event feature
- A photocopy of State of Florida Business License (Issued by Florida Department of Business and Professional Regulation).
- Completed Special Event Sponsorship Application Certification Form

I have read and understood the Special Event Sponsorship Program Guidelines

I have read and understood the Special Event Sponsorship Program Guidelines

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Applicant General Information

Please ensure to complete and upload all the required forms and requirements.
Incomplete applications will not be considered and will automatically be disqualified.
Applications will not be accepted after the deadline.

1. Event Name

American Black Film Festival

2. Event Description

The American Black Film Festival is an annual event dedicated to recognizing Black talent and showcasing quality film and television content by and about people of African descent. Dedicated to the belief that diverse artists deserve the same opportunities as their mainstream counterparts, ABFF Founder Jeff Friday conceived the festival in 1997 as a vehicle to strengthen the Black entertainment community by fostering resource sharing, education and artistic collaboration.

3. City of Miami Beach Special Permit Application Number

4. Event Date(s)

June 12-19, 2023

5. Event Location(s)

New World Center
Regal South Beach Cinema
Ritz Carlton Hotel
Royal Palm Hotel

6. Does the event utilize any City owned facilities or venues? If yes, identify

Yes, New World Center

7. Has this event taken place in Miami Beach previously?

Yes

8. If yes, how many years has the event taken place in Miami Beach?

17 years

9. Has this event taken place in a location other than Miami Beach? If yes, where?

yes, Acapulco Mexico, New York City and Los Angeles

10. Has the event organizer hosted other events of similar scope in the last 3 years?

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No

11. If yes, please list events, dates, locations and budget

12. If this is recurring event, please upload previous Audience Audits

No File Uploaded

13. Describe, in detail, how your event will increase targeted tourist attendance and occupancy in Miami Beach hotels (500 characters)?

(500 characters)

The ABFF was created as a destination event attracted 7-10,000 leisure and business travelers from the film and television industry. to encourage occupancy with select 4-5 host hotels each year then promote them on the festival's website and social platfoms.

14. What is the daily estimated attendance of the event?

1500 -2000

15. What is the total estimated attendance of the event?

7,000 - 10,000

16. If applicable, what was the attendance of previous event(s)?

(include both daily and overall event total attendance.)

Our last live event in Miami Beach was held in June 2019. Total attendance was estimated at 9,300 compared to 7,600 in 2018 and 7000 in 2017.

17. If applicable, provide breakdown of regional, national and international attendee totals of previous event(s)

(Must be verified by GMCVB Audience Audit or third party auditor)

Information not available

18. Provide breakdown of expected local, national and international attendee totals.

96% National (top metro markets including Los Angeles, New York, Wash DC, Atlanta, Chicago, Houston etc)

3 % Local (State of Florida)

1 % International markets

19. Does the event have hotel room block(s) in Miami Beach?

(If yes, provide/upload a list of hotel(s) and number of hotel rooms. If no, provide a list of solicited hotels and expected hotel room blocks.)

We have not yet secured room blocks for the 2023 event, but we have each year in the past. We anticipate the following:

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Ritz Carlton - 1000 room nights
W South Beach - 100 room night
Royal Palm - 400 room nights

20. Has the event held hotel room block(s) in Miami Beach for past events?

(If yes, provide list of hotel(s) and number of rooms)

We currently hold the following room blocks for the 2022 festival.

Ritz Carlton: 741
Royal Palm: 400
W Hotel: 66

21. Upload supporting documents for plan to increase targeted tourist attendance.

No File Uploaded

22. If applicable, provide detailed Miami Beach Public Benefit plan - (educational, environmental, economic, residents , etc.)

(1000 characters)

23. Is your event free and open to the public?

(If no, please provide ticket prices for general admission)

The event is open to the public.
Festival passes range in price from \$90 to \$1400
Individual Movie tickets are \$12

24. Describe, in detail, what unique and engaging experiences you have included in your even that increase resident quality of life?

(Enhances the "quality of life" for Miami Beach residents and mitigates negative event impact; free or discount pricing for residents, students, seniors, disabled, veterans and/or military)

- Educational Seminars – Event Organizer will curate and produce a semiannual seminar series entitled “The Business of Hollywood,” featuring leading executives in the film and television industry. The program geared towards students/young adults and will educate them about the inner workings of the industry and provide career insight.
2. Curatorial Services – Event Organizer will also serve as guest curator for the Soundscape Cinema Series during the 2021-2022 season(s) in their efforts to curate African American/Black films throughout the season
3. ABFF Job Fair – Event Organizer will host a one-day job fair to recruit local professionals and volunteers to work the upcoming film festivals.
4. Festival Discounts – Event Organizer will offer City residents a 15% discount on the purchase a predetermined number of festivals passes and event tickets for the festivals.

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5. Movie Tickets

a) 20 free general admission resident tickets

b) Resident ticket discounts:

15% discount for general admission tickets for Miami Beach residents

Free general admission tickets for all active military

50 free general admission tickets for seniors

25. Upload supporting documents for resident quality of life benefit

City of Miami Beach 2021 and 2022 ABFF Agreement.pdf

26. Describe, in detail, your event's proposed Community Benefits

(Enhances the community economic viability; fosters/leverages MB businesses; facilitates and helps build community spirit and awareness; raises the profile of Miami Beach as a community to live, work, and play; engages and educates community.)

The ABFF was very committed to enhancing the economic viability and profile of the Miami Beach Community. We

- 1) Incorporate the promotion of Miami Beach into all of our marketing and social messaging,
- 2) Promote local hotels on our website,
- 3) Hire local professionals,
- 4) Use local vendors
- 4) program community benefits programs for local residents
- 5) Engage and train student volunteers
- 6) Host annual filming locations tour to encourage movie and television production in the greater Miami area

27. Upload supporting documents for Community Benefit

No File Uploaded

28. Describe, in detail, how the event strengthens or enhances the cultural experience in Miami Beach.

The ABFF is committed to bringing an upscale multicultural experience to Miami Beach and promoting the city as one of the top destinations for business and leisure in the world.

As "the nation's largest gathering of Black film and television enthusiasts" the festival attracts a broad audience of celebrity talent, emerging artists, upscale consumers and industry stakeholders. Traditionally, 7,000 to 10,000 visitors attend each year. The festival opens with the premiere of a major Hollywood release followed by a robust lineup of independent film screenings, master classes, panels, celebrity talks, live entertainment, and a variety of networking and hospitality events.

29. Upload supporting documents for Miami Beach cultural enhancement.

No File Uploaded

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30. Provide a detailed marketing plan for the event

(Marketing Plan should include the marketing goals and objectives (how are you going to market the event); defines the target audience(s); includes and identifies marketing tactics to be used to promote the event; and explains how marketing tactics will be executed including the marketing timelines for tactics and marketing budget.)

ABFF 2019 Marketing Recap Report.pdf

31. How does your event promote Miami Beach as a tourist destination?

(500 characters)

For ten months leading up to June festival we initiate a national marketing campaign inclusive of social ads, direct mail, digital ads television and radio. All creative includes mention of Miami Beach.

32. Provide a breakdown of impressions (confirmed and anticipated) for the event

Aspire TV - 870,000

IMDB - 31,300,000

Rolling Out - 75000

Variety - 2,300,000

The Grio - 660,000

Constant Contacts - 120,000

33. Upload details of media commitments secured for the event to date

2022 2023 ABFF Marketing Plan.pdf

34. Upload details of media exposure of previous events, if applicable.

No File Uploaded

35. Does the event name incorporate the Miami Beach brand? If yes, explain.

yes

36. Upload supporting documents for Marketing Plan / PR Exposure

2022 2023 ABFF Marketing Plan.pdf

37. Does the event need to hire City services such as (Police, Fire, Parking, Sanitation, Parks and Recreation, etc.)? If yes, explain?

Yes, we hire City officers for events held at the New World Center

38. Has the event ever received a Miami Beach Code Violation? If yes, please describe the nature of the violation.

no

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39. Is Applicant applying as a nonprofit 501(C)3? - If yes, please upload proof of status.

No File Uploaded

40. Has applicant applied for funding from the following:

Miami Beach Visitor and Convention Authority (
Greater Miami Convention and Visitor Bureau ("GMCVB")

41. Have you previously applied for a sponsorship from the City of Miami Beach? If yes, please provide the year(s) and the amount of funding received?

Yes, We're receiving \$200,000 support from the City for 2021-22

42. How much funding/sponsorship is the applicant requesting?

(provide the exact funding requested for this specific event and explain how the sponsorship funding will be used or what elements of the event the sponsorship will support. Applicant must provide a \$1 to \$1 matching funding/sponsorship to funding request.)

We are requesting \$200,000.

If granted, the funds would be use for venue rentals, equipment rentals, entertainment/talent and marketing.

43. Upload complete budget

(Please provide a clear, organized and transparent budget for the event, with fixed and variable costs (fixed costs are costs that do not change based on the number of attendees - these costs are calculated as a total amount; and variable costs are costs that change based on the number of attendees); and source of revenue/expenses (for example, advertising revenues, concession, exhibit or exposition booth rental fees, management fees, registration, and sponsorship fees).)

2023 ABFF Budget.xlsx

44. Upload proof of \$1-to-\$1 match funding

(Provide proof that event has acquired the matching funds. It must be readily available funds to produce the event. If self-funded, then include proof of funding, specifically allocated from personal funds to match the request. It must be more than a promise to fund the event from a board or entity - it must be a letter clearly stating that X board/association is committing \$X to this specific event and signed by board leadership. It must be more than a list of potential sponsors or donors - it has to be actual sponsors/donors with dollar amounts associated with donors. Donations must be specifically for the submitted event. 1:1 Match must be more than a "plan to solicit funds" from sponsors - it should be a commitment letter from sponsors stating funding support of the event. Funding received from the Miami Beach Visitor and Convention Authority (VCA), the Cultural Affairs Council (CAC), or the Greater Miami Convention and Visitors Bureau, may not be utilized for the \$1 to \$1 match.)

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45. If approved, please explain how you intend to use the funding (be specific)

((Approved uses of sponsorship funding are outlined in the Program Guidelines under "Eligible Sponsorship Uses"))

Reimbursements for production costs including venue rental (New World Center, Rega Theater) and event equipment/supplies

46. Do you have past-due accounts with the City of Miami Beach, Miami-Dade County or any County funding department or agency? If yes, with whom?

no

47. Is the event applying for Non-Profit Waivers? If so, please detail the categories and amounts.

no

48. Upload Letter of Intent

No File Uploaded

49. If applicable, upload Event CAD Site Plan

(Must meet requirements of Special Event Application)

No File Uploaded

50. Upload a photocopy of your State of Florida Business License

(Issued by Florida Department of Business and Professional Regulation)

scan0026.pdf

51. Upload completed Application Certification Page

scan0025.pdf

52. If needed, upload any additional support materials

(Label file with corresponding question number.)

No File Uploaded