



FlockFest

FlockFest Events, Inc.

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History of FlockFest

The Beginning of FlockFest

It all started in 2014 when Steven Crawford invited some friends to the beach. “I contacted a bunch of friends for a fun time at the beach, told them to bring swan floats and be prepared for a great time”, Crawford shares. And that is how FlockFest was born.

That first gathering was just a small group of 60 people and 30 floats. Now the event has grown to over 1,000 floats, 1,000 VIP’s and several thousand more attendees who participate outside in the event area on the beach.

The Flock Spreads Its Wings

As it grew each year, Steven thought this could be a great way to raise money for charitable organizations and in 2017 we started to raise money for charities. Today, that is still our main purpose and we have grown with additional events around the year. The most amazing thing about this annual sensation is that the nonprofit beach event has seen noticeable growth over the years.

Helping the Community

FlockFest, more specifically, beyond the events, is a strategic non-profit fundraising foundation that partners with other non-profits for transformational change. FlockFest plans, manages, and promotes non-profit events that achieve fundraising goals and promote their mission to positively impact the community. FlockFest also helps other nonprofits promote their events by “co-hosting” events with the goal to raise as much money as possible for the charity. With this model of fundraising, FlockFest brings new meaning to the idea of Eat, Drink and Be Charitable!

The Strut Must Go On!

FlockFest worked on the Santa Sip and Strut event which originally started as a “bar crawl” in 2016 by the Rumors bar. The bar crawl worked its way down “The Drive” from Rumors to Hunter’s Nightclub. FlockFest acquired the event and kept it alive after Rumors closed in 2018.

In 2020 the Santa Sip n Strut almost didn’t happen because of COVID. Young explained, “We decided to do what I called a ‘shelter in place’ version of the strut. Patrons could go to their favorite bar or restaurant and safely get a table after donating a toy at an outdoor location. We also had people just come by to donate toys!”

In the end FlockFest proved that the Strut must go on. Together with the Pride Center with whom it partnered for the Judy Shepherd toy drive, they collected \$3,500 worth of toys and another \$500 for the Undercover Santa toy drive.

The Flock Troop Stands Out From The Crowd

FlockFest has also participated in local Pride events with their members gathering for a balloon blow up pre-party each year that is “as much fun as Pride!”. Steven added, “We’ve also had a signature look in several local Pride parades with ‘Flockers’ walking in balloon backpacks and ‘FlockWear’ cheering on the crowd, dancing and engaging with spectators”.

FlockFest: The More the Merrier

FlockFest has added smaller events leading up to the main beach party. So far they have been VIP ticket holders and sponsor appreciation events. The interest has been so great that they are looking to add events that will be open to the general public with a ticket purchase. Money raised from these events will bring even greater support to the FlockFest charities.

Stronger Together!

The informal beach event was founded with the aim to do something fun and different. Now FlockFest is looking toward growing FlockFest and partnering with a wide variety of charitable organizations and businesses that work to create social justice and equality for all. Their events often have no admission fee and it is a great opportunity for the like minded people and community members to socialize and network in an informal and family friendly environment.

FlockFest has a goal to help promote and elevate our partners and sponsors as they join the FlockFest family and in turn help do the same for FlockFest. According to Steven, FlockFest's partners are not shy about sharing the sentiment that "we are all stronger together, supporting each other and raising each other up".

Clearly they are onto something since the group's popularity has grown monumentally in social media follows, likes and overall community support.

If you are ready to enjoy some food, drink while at the same time helping others, then join the Flock!

FlockFest Events Mission

FlockFest is a strategic non-profit fundraising foundation that partners with other non-profits for transformational change. FlockFest plans, manages, and implements events that achieve fundraising goals and mission impact. FlockFest Events raises money and awareness for local non-profit organizations including the LGBTQ+ community.

Vision/Goals

- Charitable Giving
- Sponsor Support
- Appreciate Volunteers
- Community Partnership

FlockFest Principles



Charitable Giving

FlockFest promotes other non-profit organizations to build and support community partnerships through direct financial and in-kind donations.

Financial Donations

FlockFest Events have a specific percentage or dollar amount donated to a designated beneficiary.

- Sponsorships Support
- Check Donations

In-Kind Donations

FlockFest Events provides organizational expertise in planning and conducting events for our non-profit partners. These initiatives include, but not limited to:

- Event Management
- Event Planning
- Event Tickets
- Event Promotions/Marketing
- Event Staffing/Volunteering

FlockFest Leadership Team - Timeline of Growth

Goals (2024): Intentionally recruiting gender and ethnic diverse individuals to the leadership team increasing women by 13% and people of color by 13%.

Executive Board (established 2018)

- Steven Crawford - Founder/President
- Emanuel Santos - Treasurer
- Dan Johnson - Secretary

Board of Directors (established 2018)

- Andrew Cox - Event Coordinator
- Brian Smiley - Event Coordinator
- Bud Beehler - Volunteer Manager
- Eddie Willis-Blunt - Event Coordinator
- Gary Crawford - Logistics Coordinator
- Gregg Granger - Logistics Coordinator
- John Santos - Events Coordinator
- Joe Patterson - Event Coordinator
- Ryan Young- Social Media Coordinator

Executive Director (established 2022)

- Steven Crawford

Director of Development (established 2023)

- Kevin Clevenger

Director of Operations

- TBD - Based on future growth

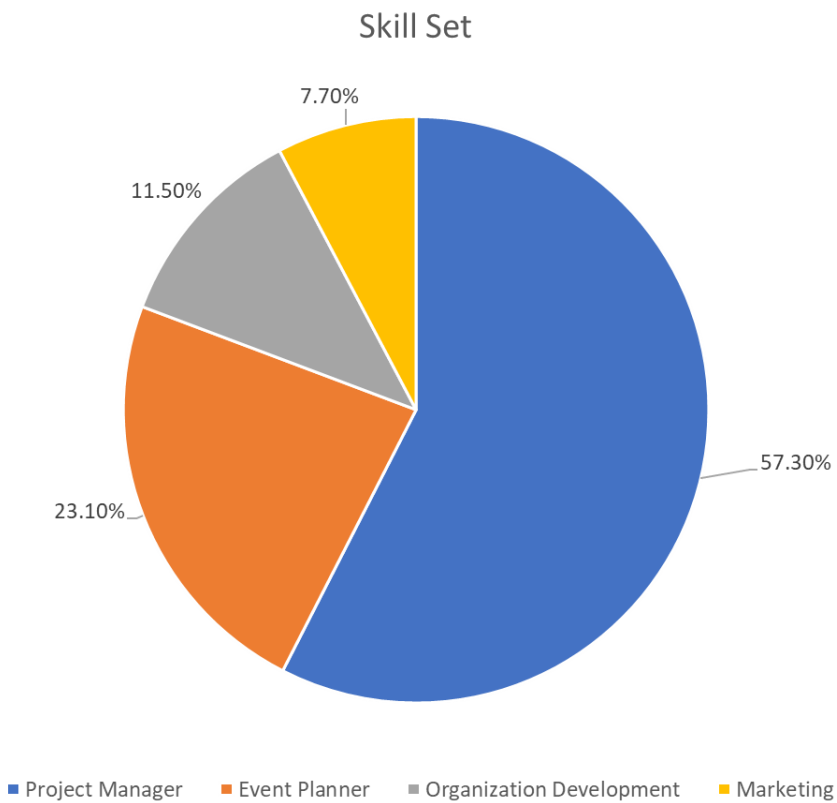
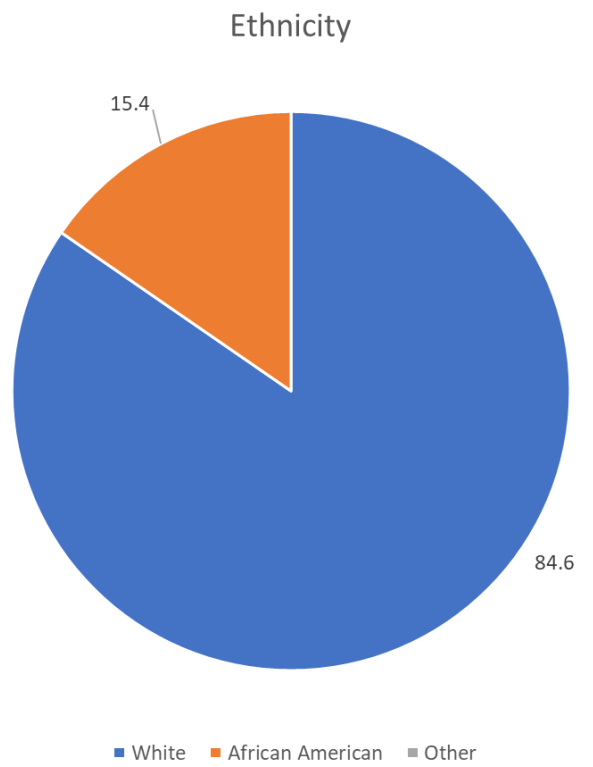
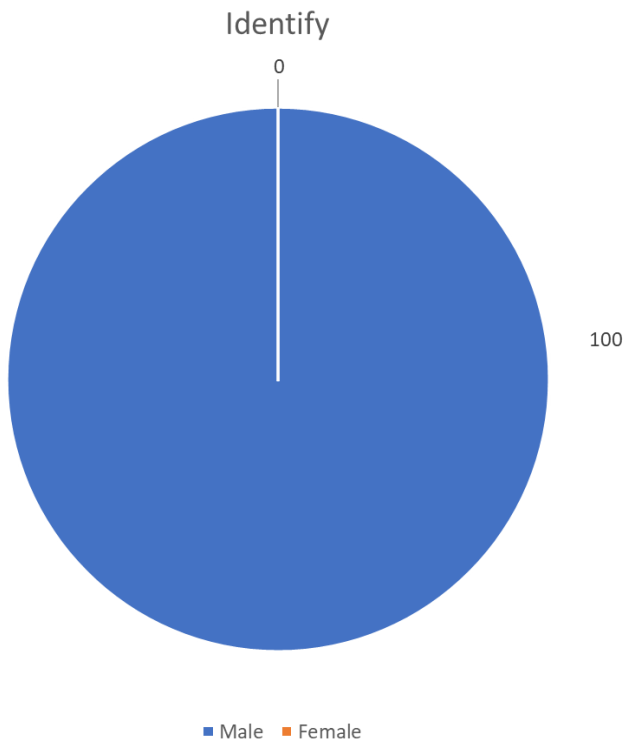
Director of Community Outreach

- TBD - Based on future growth

Director of Social Media and Marketing

- TBD - Based on future growth

Leadership Demographics



FlockFest Workgroups

FlockFest is...

Events

- FlockFest Beach Party
- Flock the Block
- Leather & Feather Ball
- FlockFest Splash Pool Party
- FlockFest Flamingle
- FlockFest Brunch - OMG



Partnerships

- Charitable Donations
- Event Planning & Management
- Event Staffing/Volunteer workers
- Event Online Marketing



Promotions (2023)

- Sponsorship Management
 - Maximizing Sponsor Value
 - Deliverable Reporting
- Activation Team / Parades
 - Setup/Breakdown
 - Booth Volunteers
 - Recruiting Participants
- Social Marketing Reach
 - Facebook
 - 5.8k Followers
 - Instagram
 - 2.5k Followers
 - Email Subscribers
 - 8k Followers



FlockFest Posts in Multiple Facebook groups (30+) with a combined marketing reach of 430k followers.

Media (2024)

- Social Media Management
- Website Management
- Graphic Design



FlockFest Branding

Logos



Shirt Designs



HashTags






#FunForAPurpose

#FlockBuddy







#FlockFestEvents

FlockFest's Events

Signature Events

Event Name	Date	Description	Attendance	Event Type	Classification
Leather & Feather	July 6, 2023	Eagle Bar host Fundraiser event for FlockFest	300	Ⓢ	
Flock The Block	July 7, 2023	Block Party hosted at Hunter Nightclub	1200	Ⓢ	
FlockFest Beach Party	July 8, 2023	Beach Party Event on Fort Lauderdale Beach	2500	Ⓢ	
FlockFest Splash Pool Party	March 19, 2023 May 28, 2023 June 18, 2023 July 9, 2023 September 3, 2023 November 25, 2023	Multiple Pool Events hosted at Courtyard Marriott Hotel Downtown Fort Lauderdale	3,000	Ⓢ	
FLamingle Dinner Nights	Every Wednesday Night	Drag Bingo event hosted at Tatts and Tacos	3,600	Ⓢ	

Other Events

Event Name	Date	Description	Attendance	Event Type	Classification
Parades/Conventions	Multiple Dates/Cities	NYC/Tampa Tourism conventions Parade parades/event booths	5,000		
Florida AIDSwalk	March 18, 2023	March/Parade to bring awareness to HIV/AIDS	5,000		
Wilton Winter Wonderland	Dec 2023	Winter Community Event in Wilton Manors	1,500		

Event Type



Revenue
Generating



Community
Partnership



Marketing/
Promotions

Event Classifications



• Community Partner Event



• Corporate Partner Event



• FlockFest Mid-size Event



• FlockFest Large
size Event

Awards/Community Recognitions

2019 Wilton Manors Stonewall Pride Parade Walking Group - Winner
 2019 Pride Parade Walking Group - Winner
 2021 Wilton Manors Stonewall Pride Parade Walking Group - Winner
 2021 Pride Parade Walking Group - Winner
 2021 WinterFest Non-profit Group - Winner
 2021 GLP Tailgate Party- Winner
 2021 City of Fort Lauderdale Proclamation
 2021 City of Wilton Manors Proclamation
 2021 Fort Lauderdale Chamber - Community Impact Award
 2022 City of Fort Lauderdale Proclamation
 2022 City of Wilton Manors Proclamation
 2022 Fort Lauderdale Police Department Challenge Coin
 2023 Fort Lauderdale Police Department Challenge Coin
 2023 SFGN Out50 Influential People Awards - Steven Crawford (FlockFest)
 2023 SFGN Out50 Influential People Awards - Kevin Clevenger (FlockFest)

FlockFest Company Growth



Year	Company Description	Attendance	Donation	% Change
2015	Private gathering	60	\$ 0.00	-
2016	Private Beach Party	150	\$ 0.00	-
2017	Beach Event	350	\$ 0.00	-
2018	Fundraiser Beach event for 1 Nonprofit	400	\$16,000	-
2019	FlockFest became 501c3 Charity hosting 1 Beach Event	650	\$ 66,500.00	315%
2020 *	No Events due to Covid - However FlockFest rebranded as Nonprofit Social/Email Marketing company	**	\$ 11,280.00	-83%
2021	Nonprofit Social/Email Marketing company with return of signature beach party	800	\$ 184,000.00	1,531%
2022	Nonprofit Social/Email Marketing company with Signature beach party, Pool Parties, and Sunday Drag Brunch	2,000	\$ 269,500.00	46%
2023 projection	Multi-Level Nonprofit corporation focused Charitable Giving by Event Planning/Event Marketing/Event Staffing for FlockFest and Community Partnerships	5,000	\$ 323,400.00	20%

1-3 Year Growth Plan

2023 Year

- Increase FlockFest Staff by 1 person
 - Director of Development
 - Increase Sponsorship donations
- Add 4 more events to the annual FlockFest Event Calendar
 - Drag Brunch (Quarterly)
 - Lip Sync Battle (August 2023)
 - Big Rainbow Picnic (September 2023 - partnership with WMBA)
 - Wilton Winter Wonderland (December 2023 - Partnership with Eagle)

2024 Year

- Increase FlockFest Staff by 1-2 people
 - Director of Operations
 - Part-time Event Admin
- Contract Human Resources functions

2025 Year (FlockFest 10yr Anniversary)

- Secure an office space for FlockFest to plan events
- Develop FlockFest Media Department
- Increase FlockFest Staff by 1-2 people
 - Social Media/Marketing Director
 - Part-time Event Admin

Changes to Organization Chart

