



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#22-0979

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Greg Chavarria, City Manager

DATE: November 1, 2022

TITLE: Motion Approving FY 2023 Beach Business Improvement District (BBID)
Grant Participation Agreement with Winterfest Inc. - \$25,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2023 BBID Grant Participation Agreement with Winterfest Inc., in the amount of \$25,000.

Background

At the Beach Business Improvement District Advisory Committee (BBID) regular meeting on October 10, 2022, Winterfest Inc. requested a BBID sponsorship in the amount of \$25,000 to support the Winterfest Viewing and Festival portion of the larger Winterfest Boat Parade event scheduled for December 10, 2022. The BBID Advisory Committee unanimously approved the funding request (Exhibit 1).

The Winterfest Viewing and Festival event will be located at the Las Olas Intracoastal Promenade Park on December 10, 2022, where a variety of illuminated boats will be coasting through the waterway. The proposed activities for the site will include live music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities boat parade viewing, live commentary of parade, and festival atmosphere. The BBID Grant Application provides further details of the event (Exhibit 2).

The estimated cost to produce this event is \$150,000. The applicant is seeking additional sponsorship to cover expenses for the event and has secured commitments from Lacroix \$5,000, Stella Artois \$10,000, Florida Panthers \$10,000, and Baptist Health \$50,000. Funds from the BBID will be used to support overall costs associated with producing the event. The allowable expenditures include fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, City support services such as police detail, fire and emergency services, television, newspaper, magazines, social media, entertainment, power, lighting, tents, tables as well as barricades and traffic signage.

Funding History

BBID supported and funded the 2021 Winterfest Viewing and Festival event organized by

Winterfest Inc. in the amount of \$25,000.

The Beach Business Improvement District Assessment is a non-ad valorem assessment for the cost of providing beach business improvements services, facilities and programs that have a special benefit to business property located within the beach area. This proposal is consistent with the legislative determinations of special benefit found in C-06-34, Section 1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BBID.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made. (Exhibit 3).

Resource Impact

There will be a \$25,000 Fiscal Year 2023 impact to the City in the account listed below.

This item is contingent upon the approval of the Consolidated Budget Amendment CAM 22-0894.

Funds available as of October 1, 2022					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-1430-552-40-4207	Beach Business Improvement District	Other Operating Expenses/Promotional Contributions	\$661,197	\$661,197	\$25,000
TOTAL AMOUNT ►					\$25,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace
- Objective: Nurture and support existing local businesses

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here and We Are Prosperous*.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan, specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

Attachments

Exhibit 1 - October 10, 2022, BBID Meeting Draft Minutes

Exhibit 2 - 2021 Recap and 2022 BBID Grant Application

Exhibit 3 - FY 2023 Grant Participation Agreement

Prepared by: Sarah Hannah- Spurlock, ICMA-CM, Nighttime Economy Manager

Department Director: Christopher Cooper, AICP, Development Services Department