



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

#23-0881

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

FROM: Greg Chavarria, City Manager

DATE: September 5, 2023

TITLE: Motion Approving FY 2024 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 2024 Beach Business Improvement District (BBID) Grant Participation Agreement with Winterfest, Inc. to produce the Winterfest Boat Parade in the amount of \$25,000.

Background

For events to be held in FY 2024, the BBID Advisory Committee implemented a new application procedure to better plan their use of funds for the entire year. The new procedure allowed the BBID Advisory Committee to look at all funding requests at the same time to make the most informed decision regarding the funds available for the budget year. At the July 10, 2023, BBID Advisory Committee regular meeting (Exhibit 1), the BBID Advisory Committee unanimously recommended approval of four events, Winterfest, Inc. to produce the Winterfest Boat Parade, Greater Fort Lauderdale Food & Wine Festival, Inc. to produce the Visit Lauderdale Food & Wine Festival (Commission Agenda Memo 23-0880), Lauderdale Airshow, LLC to produce the Fort Lauderdale Airshow (Commission Agenda Memo 23-0789), A&R Enterprises of So FL, Inc. to produce Friday Nights Sound Waves (FNSW) and other Las Olas Oceanside Park (LOOP) activations (Commission Agenda Memo 23-0879). The funding for the four events totals \$345,000. Please also note that the third and final years of the multi-year agreements with the Tortuga (\$250,000) and Audacy festivals (\$200,000) will be funded in FY 2024 for a total amount of \$450,000.

The Winterfest Boat Parade, which will be celebrating its 52nd annual event, takes place December 16th.

The BBID Grant Funding application provides a detailed description of the event (Exhibit 2). Funds from the BBID will be used to supplement expenses associated with the event.

The BBID Advisory Committee also received requests for funding for two City-sponsored events - \$25,000 for the Great American Beach Party and \$250,000 for the 4th of July Celebration. The Advisory Committee unanimously recommended not to fund these events. They also recommended to not fund Beauty for a Cause, Inc. for the Miss Earth USA Pageant in the amount of \$190,000, Miami Gay and Lesbian Film Festival for the OUTshine LGBTQ Film Festival in the amount of \$10,000, and Grace Arts Center, Inc. for the Short Beach Shakes Theatrical Showcase in the amount of \$18,500. (Commission Agenda Memo 23-0789)

Funding History

Winterfest, Inc. has received funding since 2021 for a total amount of \$50,000.

The BBID 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 commercial property located within the beach area. The funding proposals are 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

The FY 2024 fiscal impact is contingent upon the approval of the appropriation of the FY 2024 Operating Budget.

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 - July 10, 2023 BBID Meeting Minutes

Exhibit 2 - FY 2024 BBID Grant Application

Exhibit 3 - FY 2024 Grant Participation Agreement

Prepared by: Ingrid Kindbom, Program Manager I

Department Director: Christopher Cooper, AICP, Development Services Department