



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

**#21-0114**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** February 2, 2021

**TITLE:** Motion Approving FY 2021 Beach Business Improvement District (BID)  
Grant Participation Agreement with Paperless Wizards, LLC - \$10,000 -  
**(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve the FY 2021 BID Grant Participation Agreement with Paperless Wizards, LLC for \$10,000.

**Background**

Paperless Wizards, LLC requested \$10,000 from BID grant funds for an event titled: Fur The Love Pet Fest. The BID Advisory Committee unanimously recommended an award of \$10,000 at its December 14, 2020 regular meeting (Exhibit 1). This event will be held at the Las Olas Intracoastal Promenade Park on Sunday, February 21, 2021. Attendees along with their furry companions will enjoy various pet friendly activities such as doggie yoga, fashion show, kissing booth, and pet portrait service. The festivities include food trucks, vendors, raffle prizes, game zones, live entertainment, and a pet adoption tent. The BID Grant Application provides a detailed description of the event (Exhibit 2).

The estimated cost to produce the event is \$45,000. Funds from the BID will be used to pay for a \$5,000 sponsorship benefit package that will help to build the BID brand by showcasing its logo on the event's marketing collateral, online platforms, and on-site signage. In addition, funds will also be used to support cost associated with a buildout of a My Fort Lauderdale Beach Activation Zone, swag bags for beach businesses, City support services, and Dog clean-up services. Other revenue sources include proceeds from ticket sales, vendor booths, additional sponsorships, donations, and in-kind contributions.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvement 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 BID.

Reimbursement of the funds will be contingent on approval of a Grant Participation Agreement with the City (Exhibit 3).

**Resource Impact**

Funds for this transaction totaling \$10,000 are available in the account listed below.

| <i>Funds available as of January 11, 2021</i> |  |  |                                  |                                     |          |
|---|--|--|----------------------------------|-------------------------------------|----------|
| ACCOUNT NUMBER                                | INDEX NAME<br>(Program)                | CHARACTER CODE/<br>SUB-OBJECT<br>NAME                        | AMENDED<br>BUDGET<br>(Character) | AVAILABLE<br>BALANCE<br>(Character) | AMOUNT   |
| 135-MGR143502-4207                            | Beach Business<br>Improvement District | Other Operating<br>Expenses/<br>Promotional<br>Contributions | \$836,061                        | \$747,335                           | \$10,000 |
| <b>TOTAL AMOUNT ►</b>                         |  |  |                                  |                                     | \$10,000 |

**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.

**Attachments**

- Exhibit 1 – December 14, 2020 BID Meeting Draft Minutes
- Exhibit 2 – BID Grant Application
- Exhibit 3 – FY 2021 Grant Participation Agreement

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Department Director: Chris Lagerbloom, ICMA-CM, Executive Director