



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

#19-1072

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: November 5, 2019

TITLE: Motion Approving FY 2020 Beach Business Improvement District (BID)
Grant Participation Agreement with Exclusive Sports Marketing, Inc. of
Florida - \$10,000 (**Commission District 2**)

Recommendation

It is recommended that the City Commission approve the FY 2020 BID Grant Participation Agreement with Exclusive Sports Marketing, Inc. of Florida.

Background

Exclusive Sports Marketing, Inc. of Florida applied for a \$20,000 BID grant for an event known as 2019 Fort Lauderdale 13.1, Relay, and 5k. The BID Advisory Committee recommended an award of \$10,000 at its August 12, 2019 meeting. The event will be held on Fort Lauderdale Beach on Sunday, November 10, 2019. The proposed activities include a half marathon, a marathon 2-person relay, and a 5-kilometer run along a run course that takes place on State Road (SR) A1A. The BID Grant Application provides a detailed description of the event attached as Exhibit 1 and Exhibit 2 as the August 12, 2019 BID regular meeting minutes of the event discussion and recommended approval of funds.

The cost to produce the event is \$94,000. Funds from the BID would be used for marketing the event to out-of-town markets to attract destination participants. The applicant is seeking other revenue sources from corporate sponsorship and registration sales.

The Beach Business Improvement 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 Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID District.

Resource Impact

Funds in the amount of \$10,000 are available in Fiscal Year 2020 in the account listed below.

<i>Funds available as of October 22, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Services & Materials/ Promotional Contributions	\$514,327	\$364,327	\$10,000
TOTAL AMOUNT ►					\$10,000

Strategic Connections

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

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

- 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 Prosperous*.

Attachment(s)

- Exhibit 1 – BID Grant Application – 2019 Fort Lauderdale 13.1, Relay, and 5K
- Exhibit 2 – 08.12.19 BID Regular Meeting - Approved Minutes
- Exhibit 3 – Grant Participation Agreement

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Department Director: Donald Morris, AICP, Beach CRA Manager