



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

#24-0763

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

FROM: Susan Grant, Acting City Manager

DATE: September 3, 2024

TITLE: Motion Approving FY 2024 Beach Business Improvement District (BBID)
Grant Funding of Flockfest, FemAle Brewfest, and the Florida Panthers
Stanley Cup Champions Parade in the total amount of \$135,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve BBID Funding in the amount of \$135,000 to assist with funding for the following events to occur in FY 2024: Flockfest, FemAle Brewfest, and the Florida Panthers Stanley Cup Champions Parade and the associated Grant Participation Agreements, in substantially the form attached.

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 and at the same time to make the most informed decision regarding the funds available for the budget year. However, some requests were made after the application period closed:

- At the February 12, 2024, BBID Advisory Committee meeting, the organizers of Flockfest requested \$25,000 from the BBID to produce the event which was held on July 6, 2024, and the members unanimously recommended approval.
- At the May 13, 2024, BBID Advisory Committee meeting, the organizers of the FemAle Brewfest requested \$10,000 from the BBID to produce the event scheduled for September 14, 2024, and the members unanimously recommended approval.
- At the July 8, 2024, BBID Advisory Committee meeting, the Florida Panthers organization requested \$100,000 from the BBID to produce the Stanley Cup Champions Parade for the Florida Panthers Hockey team, which was held on June 30, 2024, and the members unanimously recommended approval, contingent upon the City Commission's approval of a budget amendment to transfer \$30,000 from the fund balance, with the remainder to be covered from the FY24 budget.

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

Resource Impact

There will be a \$ 135,000 Fiscal Year 2024 impact to the city in the account listed below. This item is contingent upon the approval of the Consolidated Budget Amendment CAM 24-0325, which includes a transfer of \$30,000 from the fund balance, as requested in the Amendment.

<i>Funds available as of January 9, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-1430-552-40-4299	Beach Business Improvement District	Other Operating Expenses/Promotional Contributions	\$968,301	\$161,884	\$135,000
				TOTAL AMOUNT ►	\$135,000

Strategic Connections

This item is a *2024 Commission Priority*, advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 5: Build a beautiful and welcoming community
- The Business Growth and Support Focus Area
- Goal 6: Build a diverse and attractive economy

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 Parks, Recreation, and Open Space Focus Area
- The Parks, Recreation & Open Space Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

Related CAM

24-0325

Attachments

Exhibit 1 – Feb 12, 2024, BBID Meeting Minutes
 Exhibit 1a – May 13, 2024, BBID Meeting Minutes
 09/03/2024
 CAM #24-0763

Exhibit 1b – July 8, 2024, BBID Meeting Minutes
Exhibit 2 – FY 2024 Flockfest BBID Grant Application
Exhibit 2a – FY 2024 FemAle Brewfest BBID Grant Application
Exhibit 2b – FY 2024 Panthers Stanley Cup Champions Parade BBID Grant Application
Exhibit 3 – FY2024 Flockfest Participation Agreement
Exhibit 3a – FY2024 FemAle Participation Agreement
Exhibit 3b – FY2024 Panthers Participation Agreement

Prepared by: Judy Erickson, BBID Manager

Department Director: Carl Williams, Director, Parks and Recreation