



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0966

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

FROM: Rickelle Williams, City Manager

DATE: November 4, 2025

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District (BBID) Grant Funding for the Biggest Christmas Tree in Broward County in the amount of \$25,000 – **(Commission Districts 2 and 4)**

Recommendation

Staff recommends that the City Commission approve a Beach Business Improvement District (BBID) grant participation agreement in the amount of \$25,000, in substantially the form attached, with TR Marina Village F&B LLC (Marina Village) for the Biggest Christmas Tree in Broward County and holiday activation.

Background

Marina Village will debut a large-scale holiday activation designed to establish a signature seasonal attraction at the south end of the BBID district and serve as a driver for tourism and economic activity at Fort Lauderdale Beach. The installation of a 45-foot-tall Christmas tree, the tallest in Broward County, along Marina Village's central walkway will beautify and transform the destination into a family-friendly centerpiece throughout the holiday season.

Holiday activations of this scale are proven demand generators. The project is expected to stimulate overnight hotel stays as visitors plan trips around the tree lighting ceremony and weekly events. Increased room demand will strengthen hotel performance and generate ripple effects across the BBID area, including restaurants, bars, and retailers. In addition, the activation will support seasonal employment in hospitality, entertainment, event management, and public safety.

On August 11, 2025, the BBID Advisory Committee unanimously approved a \$25,000 grant funding request to support the Marina Village holiday activation (Exhibit 1). The total cost of the project is approximately \$85,000, with Marina Village contributing \$60,000. BBID funding ensures the activation is fully resourced and positioned for success.

The application details submitted by Marina Village to the BBID (Exhibit 2), states that the activation will go from Monday, December 1 through Wednesday, December 31, 2025. The activation will feature a grand tree lighting ceremony and weekly holiday programming

designed to draw visitors. The scale and novelty of the attraction are expected to generate media attention and enhance Fort Lauderdale Beach's profile as a premier holiday destination.

Resource Impact

There is a Fiscal Year 2026 fiscal impact to the City, via the BBID, in the amount of \$25,000 in the account listed below.

<i>Funds available as of 10/01/2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$906,428	\$906,428	\$25,000
TOTAL AMOUNT ►					\$25,000

Strategic Connections

This is a FY 2026 Commission Priority, advancing Public Spaces and Initiatives.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale Vision Plan: We Are Here.

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle

Attachments

Exhibit 1 – August 11, 2025, BBID Meeting Minutes

Exhibit 2 – FY 2026 Biggest Christmas Tree in Broward BBID Grant Application

Exhibit 3 – FY 2026 Biggest Christmas Tree in Broward Grant Participation Agreement

Prepared by: Judy Erickson, Program Manager I, Parks and Recreation

Department Director: Carl Williams, Director, Parks and Recreation