



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

#24-0914

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

FROM: Susan Grant, Acting City Manager

DATE: October 15, 2024

TITLE: Motion Approving FY 2025 Beach Business Improvement District (BBID)
Grant Participation Agreement with FlockFest Events Inc. - \$25,000 –
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2025 Beach Business Improvement District (BBID) Grant Participation Agreement with FlockFest Events Inc., in the amount of \$25,000.

Background

In 2024, the Beach Business Improvement District (BBID) Advisory Committee evaluated grant funding requests for FY 2025. At its April 8, 2024, meeting, the committee reviewed FlockFest Events, Inc.'s request for \$25,000 to support the 10th Annual FlockFest Beach Party on July 12, 2025. The BBID Advisory Committee unanimously recommended approval of the \$25,000 grant (Exhibit 1).

FlockFest, a recurring event since 2015 (with the exception of 2020), is held at Fort Lauderdale Beach Park. Supported by Visit Lauderdale, it draws attendees from across the country, featuring vibrant themed tents, beach activities, and charitable fundraisers, all of which contribute to boosting tourism. BBID support will enhance local business revenue and help offset event expenses. Additional details are available in the BBID Grant Application (Exhibit 2).

Funding History

FlockFest Events, Inc., has received funding since 2024 for a total amount of \$25,000.

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

There will be a \$25,000 Fiscal Year 2025 impact to the city in the account listed below.

<i>Funds available as of October 1, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Special Facilities & Administration – Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$985,393	\$985,393	\$25,000
TOTAL AMOUNT ►					\$25,000

Strategic Connections

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

Attachments

Exhibit 1 – April 8, 2024, BBID Meeting Minutes

Exhibit 2 – 2025 Flockfest BBID Grant Application

Exhibit 3 – FY 2025 Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation

10/15/2024
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