



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

#24-0910

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 Winterfest Inc. - \$15,000 –
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2025 Beach Business Improvement District (BBID) Grant Participation Agreement with Winterfest Inc., in the amount of \$15,000.

Background

In 2024, the Beach Business Improvement District (BBID) Advisory Committee evaluated event grant funding requests for FY 2025. At the May 13, 2024, BBID meeting, the committee reviewed Winterfest, Inc.'s request for \$25,000 to support the Seminole Hard Rock Winterfest Boat Parade Viewing Area on December 14, 2024. The BBID Advisory Committee unanimously recommended approval of a grant of \$15,000 (Exhibit 1).

The Winterfest Boat Parade Viewing area event will be located at the Las Olas Intracoastal Promenade Park where a variety of illuminated boats will be coasting through the waterway. The proposed activities for the site will include music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities, boat parade viewing, live commentary of parade, and festival atmosphere. Funds from the BBID will be used to supplement expenses associated with the event. The BBID Grant Application provides further details of the event (Exhibit 2).

Funding History

Winterfest, Inc. has received funding since 2021 for a total amount of \$75,000.

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 (Exhibit 3) with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made.

Resource Impact

There will be a \$15,000 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 | \$15,000 |
| TOTAL AMOUNT ► | | | | | \$15,000 |

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 – May 13, 2024, BBID Meeting Minutes
- Exhibit 2 – FY 2025 Seminole Hard Rock Winterfest Boat Parade Viewing Area BBID Grant Application
- Exhibit 3 – FY 2025 Seminole Hard Rock Winterfest Boat Parade Viewing Area Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation