



TO: CRA Board of Directors

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: August 20, 2013

TITLE: Request to Fund the Flavors of Fort Lauderdale Event in the Amount of \$40,000

Recommendation

The Beach Redevelopment Advisory Board has recommended that the CRA Board of Directors approve funding of \$40,000 to co-sponsor with the City through its Beach Business Improvement District (BID) the proposed Flavors of Fort Lauderdale event in the amount of \$40,000.

Background

At the April 16, 2013 Community Redevelopment Board of Directors meeting, this item was deferred so that the applicant could provide additional information pertaining to their event, including an overview of the mission of the Flavors of Fort Lauderdale and a detailed description of the expenses for past events (see Exhibit 1). The information provided in Exhibit 1 includes the following:

- A summarized slide show presentation for the event
- Projected Event Budget for 2013 - \$365,000
- Total Cost of the Event for 2013 - \$389,000
- In-kind sponsorships expected for 2013 - \$115,337
- In-kind sponsorships provided for 2012 - \$109,845
- Empire Force Events Company Overview (event owner/operator)

The Flavors of Fort Lauderdale event is in its second year of showcasing the wide variety of restaurants, chefs and lifestyle activities located in the City of Fort Lauderdale. The event is designed to bring tourists and residents to the beach and will take place from Thursday, November 14, 2013 through Sunday, November 17, 2013. The first two days will consist of events at various restaurants throughout the City, with the final two days (Saturday and Sunday) located at the Las Olas Marina Parking Lot. The events on Saturday and Sunday will each have their own theme, which the applicants are in the process of confirming. In 2012, Saturday's theme was female chefs and Sunday's theme was sustainable seafood. The applicant has provided an overview of the event that includes a Beach Community Redevelopment Agency Event Application and a

business plan (see Exhibit 1), and a breakdown of revenues and expenses (see Exhibit 2).

The requested funding will be used to cover a portion of the event's City-related costs within the Community Redevelopment Area. If approved, the CRA will be a party to the event agreement with the City and such agreement will authorize use of the CRA funds for the following estimated City-related event expenses, up to a maximum of \$40,000:

- Parking Lot Rental (\$32,000)
- Fire Rescue (\$3,900)
- Police (\$3,500)
- Permit Application (\$100)
- Marina Docking Fees (\$3,300)

Funds will not be disbursed to the applicant, but rather the CRA will directly reimburse each City Department for services rendered in association with this event. Since the event will take place from November 14, 2013 – November 17, 2013, funding for the event will be from the FY 2014 budget.

At the April 15, 2013 Beach Redevelopment Advisory Board meeting, the Board unanimously recommended approval to fund the proposed event in the amount of \$40,000. If approved, staff recommends that the CRA Board of Directors authorize appropriate CRA officials to enter into an event agreement with Flavors of Fort Lauderdale, LLC and the City to provide for such funding.

At the July 2, 2013 City Commission meeting, the City Commission approved funding \$60,000 from the Beach Business Improvement District (BID) FY 2013 budget to co-sponsor this event.

The proposed event is in compliance with and in furtherance of the Beach Community Redevelopment Plan as it will meet the goal of fostering family activity and recreation in the central beach area, as well as providing an opportunity to expand tourist-related activities on the beach. Furthermore, the proposed event will also help the CRA meet the stated objective of making the beach an integral part of the City for use of local residents.

Resource Impact:

There is a fiscal impact to the Beach CRA 2014 operating budget in the amount of \$40,000. Fiscal year 2014 expenditures are contingent upon approval and appropriation of the 2014 operating budget.

FISCAL YEAR	FUND	SUB FUND	FUND NAME	INDEX #	SUB OBJECT #	SUBJECT NAME	AMOUNT
2014	106	01	Fort Lauderdale Community Redevelopment Agency	DSD070601	3299	Other Services	\$40,000

Attachments:

Exhibit 1 - Event Application

Exhibit 2 - Revenues and Expenses

Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

Department Director: Greg Brewton, Sustainable Development