



TO: CRA Board of Directors

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: April 16, 2013

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

Recommendation

The Beach Redevelopment Advisory Board has recommended that the CRA Board of Directors approve funding for the proposed Flavors of Fort Lauderdale event in the amount of \$40,000.

Background

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 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 Business Improvement District Event Application and a business plan (see Exhibit 1). The requested funding will be used to cover a portion of the event's operating costs, and be tied to specific operating costs when drafting the agreement. If any surplus revenues remain after the event, it will be used to reimburse the CRA.

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. There is currently \$50,260 that is undesignated for special events in the FY 2013 budget. If this request and the funding request from ArtServe (also on this agenda) (\$10,000) are both approved, \$260 will remain for special events.

The Beach Business Improvement District (BID) Committee has also recommended approval to fund \$60,000 for this event. A corresponding CAM #13-0447 is on the April 16, 2013 City Commission regular agenda for funding approval from the BID budget.

The proposed event is in compliance with 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 2013 operating budget in the amount of \$40,000.

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

Related CAM: # 13-0447

Attachment:
Exhibit 1 –Event Application

Prepared by: Donald Morris, AICP, Economic Reinvestment Manager

Department Director: Greg Brewton, Sustainable Development