



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

#14-0593

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: June 17, 2014

TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for the Fort Lauderdale Xtreme Top Box Throwdown Event in the Amount of \$15,000

Recommendation

The Beach Business Improvement District Committee recommends the City Commission approve funding towards the Fort Lauderdale Xtreme Top Box Throwdown Event in an amount not to exceed \$15,000.

Background

The Fort Lauderdale Xtreme Top Box Throwdown Event is a two-day event scheduled for Saturday, October 11 and Sunday, October 12, 2014 at Fort Lauderdale Beach Park. It is a mixed-team crossfit athletic competition consisting of multiple teams competing simultaneously and in structured heats throughout each day. The activities range from running, muscle-ups, box jumps, deadlifts, clean and jerks, ball walls, thrusters, rope climbs and other movements. The total cost of the event will be approximately \$150,000, with the applicant originally requesting \$25,000 from the BID. A BID Event Application, together with a PowerPoint presentation describing the event in further detail is provided as **Exhibit 1**. During the April, 2014 BID meeting, the committee unanimously approved funding \$15,000 toward this event. This proposal is consistent with the BID's designated purpose of making recommendations on services, enhancements, special programs and events on the beach.

Resource Impact

There is a fiscal impact to the BID operating budget in the amount of \$15,000.

<i>Funds Available as of May 8, 2014</i>					
Account Number	INDEX NAME (Program)	OBJECT CODE/SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BUDGET (Object Code)	PURCHASE AMOUNT

135 - DSD073502-4207	Beach Improvement District (BID)	4207/Promotional Contributions	\$ 244,948	\$ 190,452	\$15,000
PURCHASE TOTAL ►					\$15,000

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the **Business Development Cylinder of Excellence**

- **Goal 7:** Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections;
- **Objective 1:** Define, cultivate and attract targeted and emerging industries.

This item is in furtherance of the Fast Forward Fort Lauderdale Vision Statement *We Are Prosperous*.

Attachment:

Exhibit 1 – Fort Lauderdale Xtreme Top Box Throwdown Event Back Up

Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

Department Director: Greg Brewton, Sustainable Development Director
 Jenni Morejon, Director Designee