



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

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

DATE: February 4, 2014

TITLE: Motion to Approve Beach Business Improvement District Funding for the
EVP Fort Lauderdale Pro Am Volleyball Tour Event in the Amount of
\$6,000, the Fort Lauderdale Beach “Watershed to the Reef” Beach Clean
Up and Scavenger Hunt Event in the Amount of \$11,000, and the Tropic
Magazine ModWeekend 2014 Event in the Amount of \$11,250

Recommendation

It is recommended that the City Commission approve a motion to provide funding for EVP Fort Lauderdale Pro Am Volleyball Tour Event in the amount of \$6,000, the Fort Lauderdale Beach “Watershed to the Reef” Beach Clean Up and Scavenger Hunt Event in the amount of \$11,000, and the Tropic Magazine ModWeekend 2014 Event in the amount of \$11,250, as unanimously recommended by the Beach Business Improvement District Committee (BID) at their December 9, 2014 meeting.

Background

The EVP Fort Lauderdale Pro Am Volleyball Tour Event is a three-day event scheduled for May 2, 3 and 4 2014 at Fort Lauderdale Beach Park. The first day includes set up at the beach, the EVP Corporate Challenge and a welcome party. The second day will include professional and amateur matches, culminating in the Women and Men’s finals and post party and awards ceremony. The final day will include coed 4 on 4 and 2 on 2 matches. The \$6,000 funding request will cover the cash prize money and amateur prizes. A BID Event Application, a letter summarizing the proposal and a breakdown of the levels of sponsorship is provided as Exhibit 1.

The Fort Lauderdale Beach “Watershed to the Reef” Beach Clean Up and Scavenger Hunt Event is actually four separate events to be held on [date] at [location]. The events are designed to educate children and their families on our unique coastal seascape and how the coral reefs play a critical role in the environmental and economic sustainability of our community. The \$11,000 funding request will cover a little more than half of the total cost of the four events, with the remaining funding coming from outside sponsors. A BID Event Application and an Executive Summary that further details the proposed activities are provided as Exhibit 2.

The Tropic Magazine ModWeekend 2014 Event will take place in North Beach Village and surrounding neighborhoods, and is scheduled for March 13-16, 2014. The activities planned include architecture tours using bus, boat and electric vehicles, an architecture and design film series, and a block party. The \$11,250 funding request will cover approximately 38% of the total cost of the event with the remaining funding coming from outside sponsors. A BID Event Application that further details the proposed activities, as well as a summary of last year's event and this year's event is provided as Exhibit 3.

Funding approval for these events shall be contingent upon City Commission approval of the event agreements.

Resource Impact

There is a fiscal impact to the BID operating budget in the amount of \$28,250.

| <i>Funds available as of January 24, 2014</i> | | | | | |
|---|--------------------------------|--------------------------------|------------------------------|---------------------------------|-----------------|
| ACCOUNT NUMBER | INDEX NAME (Program) | OBJECT CODE/ SUB-OBJECT NAME | AMENDED BUDGET (Object Code) | AVAILABLE BALANCE (Object Code) | PURCHASE AMOUNT |
| DSD0753502.135 | Beach BID Improvement District | 4207/Promotional Contributions | \$200,000 | \$200,000 | \$28,250 |
| PURCHASE TOTAL ► | | | | | \$28,250 |

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors;
- Objective 2: Celebrate our community through special events and sports.

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

Attachments:

- Exhibit 1 – EVP Fort Lauderdale Pro Am Volleyball Back Up
- Exhibit 2 – Fort Lauderdale Beach “Watershed to the Reef” Back Up
- Exhibit 3 – Tropic Magazine ModWeekend 2014 Back Up

Department Director: Greg Brewton, Sustainable Development Director