



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#15-0711

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

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

DATE: June 2, 2015

TITLE: Motion Authorizing Funding for Live Music Performances at the Las Olas
Boulevard Beach Entrance (\$15,000)

Recommendation

It is recommended that the City Commission approve funding \$15,000 for live music performances at the Las Olas Boulevard Beach Entrance, as recommended by the Beach Business Improvement District Committee (BID).

Background

The City of Fort Lauderdale Parks and Recreation Department requested that the BID provide funding for live music performances at the Las Olas Boulevard Beach Entrance. The proposed ten weeks of musical performances will take place every Friday night from 5:30 PM – 8:00 PM, beginning June 5, 2015. The live music will include a variety of genres including Jazz, Latin, Country, Top 40, and Classic Rock. The performances are designed to leverage an initiative by AJ Yaari, owner of multiple businesses along SR A1A, and ArtServe to create a Saturday event series called FAME (Food. Art. Music. Entertainment). ArtServe has scheduled a call to artists to display quality art and entertainment in the newly approved Street Performers and Street Artists Program (Ordinance Number C-15-13) on Fort Lauderdale Beach. In addition, live music will be played at Tsukuro, Spazio, Rock Bar, Sangrias and Blondies. All art and entertainment associated with the FAME event series will comply with City permitting and other requirements as stipulated by Ordinance No. C-15-13.

The goal of the Friday live performances and FAME is to bring visitors and residents to the beach to highlight Fort Lauderdale Beach's, already vibrant food, art, and entertainment scene. The BID Event Promotion/Sponsorship Grant Application and a summary of the concept behind FAME are attached as Exhibit 1.

At the May 11, 2015 BID Committee meeting, the BID unanimous recommended approval of this request.

Resource Impact

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

<i>Funds available as of May 13,2015</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
135-DSD073502-4207	Beach Business Improvement District	4207/Promotional Contributions	\$311,000.00	\$298,185.00	\$15,000.00
PURCHASE TOTAL ►					\$15,000.00

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.*

Attachment

Exhibit 1 – BID Event Application and FAME Summary

Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

Department Director: Jenni Morejon, Sustainable Development