



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

**#24-0909**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** October 15, 2024

**TITLE:** Motion Approving FY 2025 Beach Business Improvement District (BBID)  
Grant Participation Agreement with A&R Enterprises of So. FL. Inc. -  
\$175,000 – **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve the FY 2025 Beach Business Improvement District (BBID) Grant Participation Agreement with A & R Enterprises of So. FL. Inc. to produce Friday Night Sound Waves and other Las Olas Oceanside Park (LOOP) activations in the amount of \$175,000.

**Background**

The Beach Business Improvement District (BBID) Advisory Committee reviews FY 2025 event grant funding requests during 2024 to determine allocations for the upcoming fiscal year. At the April 8, 2024, BBID meeting, A&R Enterprises of South Florida, Inc. requested \$175,000 in sponsorship to support activations at Las Olas Oceanside Park (LOOP), Las Olas Intracoastal Park, Las Olas Beach Garage, and DC Alexander Park for FY 2025, from October 1, 2024, to September 30, 2025. The BBID unanimously recommended approval of this request.

LOOP activations continue year-round, expanding popular legacy events and engaging diverse audiences. Planned activations include Friday Night Sound Waves, Pumpkins & Palm Trees, Wonderland, Fur the Love Pet Fest, Spring Fling Eggstravaganza, Weekend Markets, Movie Nights, and new events aligned with City and BBID goals. Further details, including the schedule of events and the grant application, are provided in Exhibit 2.

**Funding History**

A&R Enterprises, Inc. has received funding from the BBID since 2016 for a total amount of \$1,366,077.

The BBID Assessment is a non-ad valorem assessment for the cost of providing beach business improvements services, facilities and programs that have a special benefit to commercial property located within the beach area. The funding proposals are consistent with the legislative determinations of special benefit found in C-06-34, Section 1.04(A)(2),

Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BBID. Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement (Exhibit 3) with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made.

**Resource Impact**

There will be a \$175,000 Fiscal Year 2025 impact to the city in the account listed below.

<i>Funds available as of October 1, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Special Facilities & Administration – Beach Business Improvement District	Other Operating Expenses/Promotional Contributions	\$985,393	\$985,393	\$175,000
<b>TOTAL AMOUNT ►</b>					\$175,000

**Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here and We are Prosperous.

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Parks, Recreation, and Open Space Focus Area
- The Parks, Recreation & Open Space Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

**Attachments**

- Exhibit 1 – April 8, 2024, BBID Meeting Minutes
- Exhibit 2 – FY 2025 Las Olas Oceanside BBID Grant Application
- Exhibit 3 – FY 2025 Las Olas Oceanside Participation Agreement

Prepared by: Judy Erickson, Program Manager, Parks and Recreation  
 Department Director: Carl Williams, Director, Parks and Recreation