



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

**#24-0154**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** February 20, 2024

**TITLE:** Motion Approving a Sponsorship Agreement with Lauderdale Air Show, LLC, for the 2024 Fort Lauderdale Air Show, - \$200,000 - **(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission approve a one-year sponsorship agreement, in substantially the form attached, with Lauderdale Air Show, LLC, to be held May 11-12, 2024.

**Background**

The Lauderdale Air Show was once one of the largest beachfront aviation events in the world and featured the nation's top military and civilian performers. Lauderdale Air Show, LLC (FLAS) has been promoting the air show since 2012. The Air Show is a community-based event with the goal of promoting aviation and to demonstrate support for our military through aircraft exhibits, attractions, community engagement, and aerial demonstrations.

On July 5, 2022, the City Commission approved a five-year agreement with FLAS (CAM 22-0574) with a commencement day of May 6, 2023.

The event organizer is requesting \$200,000 from the City of Fort Lauderdale to offset the cost of the 2024 Air Show. Under the attached Agreement (Exhibit 3), the Fort Lauderdale Executive Airport (FXE) will be branded as the "Official Airport" of the Fort Lauderdale Air Show. In addition to the FXE branding placement and on-site exhibit space, FXE shall receive the following promotional rights and opportunities:

1. FXE in all advertising and printed promotional materials
2. FXE recognized as a sponsor during announcements, press releases and media coverages related to the airshow
3. FLAS will include Airport's logo/link in all email newsletters and Event tickets
4. FLAS will host a "Fly In" page on the Event website providing information for private aircraft owners and operators regarding sale of fuel and other aeronautical services available from fixed-base operators at FXE.

**Resource Impact**

This action will result in an unbudgeted impact to the City in the amount of \$150,000, which will be appropriated to the accounts below contingent upon the approval of the March 5, 2024 Consolidated Budget Amendment CAM 24-0036. The remaining funds in the amount of \$50,000 are available in the FY 2024 Budget in the account listed below.

**Source:**

<b>Funds available as of January 26, 2023</b>					
ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-468-0000-000 399-999	Airport Fund	Balances and Reserves / Appropriated Fund Balance	N/A	N/A	\$150,000
<b>APPROPRIATION TOTAL ►</b>					\$150,000

**Use:**

ACCOUNT NUMBER	PROJECT NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-468-1460-542- 40-4207	Executive Airport	Other Operating	\$3,443,825	\$3,349,278	\$150,000
<b>APPROPRIATION TOTAL ►</b>					\$150,000

<b>Funds available as of January 26, 2023</b>					
ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-468-1460-542- 40-4207	Executive Airport	Other Operating	\$3,443,825	\$3,349,278	\$50,000
<b>TOTAL ►</b>					\$50,000

**Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace.
- Objective: Provide best-in-class regional general aviation airport amenities and services

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

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

- The Business Development Focus Area
- The Economic Development Area
- Goal 3: Recognize and include in economic development planning the role of Port Everglades and the Fort Lauderdale-Hollywood International Airport and Fort Lauderdale Executive Airports.

**Attachments**

Exhibit 1 - 2022 Fort Lauderdale Air Show Agreement

Exhibit 2 – 2019 Fort Lauderdale Air Show Agreement

Exhibit 3 – 2024 Fort Lauderdale Air Show Sponsorship Agreement

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Prepared by: Rufus A. James, Airport Director - City Manager's Office

Charter Officer: Greg Chavarria, City Manager