**CITY OF FORT LAUDERDALE**
**City Commission Agenda Memo**          **#13-0442**
**REGULAR MEETING**

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

**FROM**:        Lee Feldman, ICMA-CM, City Manager

**DATE**:        April 16, 2013

**TITLE**:       Motion to approve funding for ArtServes Brunch on the Beach Event in the
                 Amount of $10,000

## Recommendation

The Beach Business Improvement District (BID) Committee has recommended that the City Commission approve funding for the proposed ArtServes Brunch on the Beach event in the amount of $10,000.

## Background

ArtServe is proposing a series of Sunday brunch events located on the beach that will showcase local artisans. The program is proposed to be an extension of the Saturday Nite Alive event series, with a similar Sunday program that features brunch specials offered by beach-front restaurants and hotels. It will include art kiosks, displays and entertainment provided by local artists. The proposed event series will start the Sunday after the first Saturday Nite Alive event (Saturday June 1, 2013), and will continue through July, 2013. The applicant has provided an overview of the event that includes a Beach Business Improvement District Event Application, a marketing plan and a location map (see Exhibit 1).

At the February 11, 2013 Beach Business Improvement District (BID) Committee meeting, the BID unanimously recommended approval to fund a portion of the proposed event in the amount of $10,000.

The Beach Redevelopment Advisory Board has also recommended approval to fund $10,000 for this event. A corresponding CAM (#13-0441) is on the April 16, 2013 CRA Board of Directors meeting for funding approval from the Beach CRA budget.

## Resource Impact
There is a fiscal impact to the Beach Business Improvement District's 2013 operating budget in the amount of $10,000.

| FUND | FUND NAME | INDEX # | SUB OBJECT # | SUBOJECT NAME | AMOUNT |
|------|-----------|---------|--------------|---------------|--------|
| 135 | Beach Business Improvement District | DSD073502 | 3299 | Other Service | $10,000 |

Related CAM(s):  #13-0441

Attachment:
Exhibit 1 – Event  Application

 Prepared by: Donald Morris, AICP, Economic Reinvestment Manager

Department Director: Greg Brewton, Sustainable Development

4/16/2013
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