



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-1037

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

FROM: Rickelle Williams, City Manager

DATE: January 6, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Greater Fort Lauderdale Food and Wine Festival Inc. for the Visit Lauderdale Food and Wine Festival Grand Tasting and Beach Brunch – \$80,000 – **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Greater Fort Lauderdale Food and Wine Festival Inc., in substantially the form attached, to support the Visit Lauderdale Food and Wine Festival Grand Tasting on January 24, 2026, and the Beach Brunch on January 25, 2026, for their strong visitor reach, marketing value and support of BBID economic goals in the amount of \$80,000.

Background

At its May 12, 2025, meeting, as part of the annual event grant application review, the Beach Business Improvement District (BBID) Advisory Committee considered a request from Greater Fort Lauderdale Food and Wine Festival, Inc., for \$80,000 in sponsorship funding for FY 2026. The BBID Advisory Committee unanimously recommended approval by a vote of 8 to 0 (Exhibit 1).

The Visit Lauderdale Food and Wine Festival is Broward County's premier culinary event and a week-long celebration showcasing the region's restaurants, chefs, and hospitality industry. Established in 2018, the festival highlights Fort Lauderdale's growing culinary scene (Exhibit 2). Las Olas Oceanside Park hosts five (5) signature events, including The Grand Tasting on Saturday, January 24, 2026, and the Beach Brunch on Sunday, January 25, 2026, which draws significant attendance and activity to the beachfront.

The festival's marketing performance, according to data provided by the Visit Lauderdale Food & Wine Festival organizers, reflects significant national and international reach. The organizers report that the 2025 marketing and media campaign generated 1.2 billion media impressions and \$11.3 million in verified media value, with exposure across twenty (20) major media markets, all fifty (50) states, and twenty-three (23) international countries. Additionally, based on attendee origin data collected by the organizers, approximately

thirty percent (30%) of attendees came from outside Florida, a share that has increased year-over-year and demonstrates the festival's growing destination appeal.

As a destination event, the Visit Lauderdale Food and Wine Festival delivers broad visitor reach, strong exposure for Fort Lauderdale Beach, and increased hotel demand, directly supporting the economic goals of the BBID, and aligning with the City's position as an emerging culinary destination.

Funding History

Greater Fort Lauderdale Food and Wine Festival Inc. has received funding from the BBID since 2022 for a total amount of \$285,000.

Resource Impact

There is a Fiscal Year (FY) 2026 fiscal impact to the City, via the BBID, in the amount of \$80,000 in the account listed below.

<i>Funds available as of December 2, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$1,024,195	\$849,195	\$80,000
			TOTAL AMOUNT ►		\$80,000

Strategic Connections

This is a FY 2026 Commission Priority, advancing Public Spaces and Initiatives.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale Vision Plan: We Are Here.

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle

Attachments

Exhibit 1 – May 12, 2025, BBID Meeting Minutes

Exhibit 2 – Fiscal Year 2026 Visit Lauderdale Food and Wine Festival BBID Grant
Application

Exhibit 3 – Fiscal Year 2026 Greater Fort Lauderdale Food and Wine Festival Grant
Participation Agreement

Prepared by: Judy Erickson, Program Manager I, Parks and Recreation

Department Director: Carl Williams, Director, Parks and Recreation