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Fort Lauderdale Beach

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JOINT CITY COMMISSION WORKSHOP WITH FORT LAUDERDALE BEACH BUSINESS IMPROVEMENT DISTRICT (BBID)

SEPTEMBER 19, 2023



PURPOSE OF TODAY'S WORKSHOP

- The Beach Business Improvement District was created in 2006
- Last joint workshop with City Commission in 2017
- Advisory Committee will provide history, background, and information about activities and initiatives.
- Discuss and ensure alignment between the City Commission and the BBID Advisory Committee's goals and initiatives for the evolved District

HISTORY AND PURPOSE OF THE BBID



The district was created in 2006 via Ordinance C-06-34 when Fort Lauderdale Beach was in an on-going transition to be come a world class resort. It was created to assist the City in:

- Establishing Fort Lauderdale Beach as a premiere resort destination;
- Significantly increase tourism in the area;
- Expanding business revenue and increasing economic growth;
- Enhancing the physical appearance and increasing the attractiveness of the district;
- Developing pedestrian friendly sidewalks;
- Creating a unique sense of place for visitors to enjoy; and
- Improving the overall image of the beach.

NON AD VALOREM SPECIAL ASSESSMENT FOR COMMERCIAL PROPERTIES IN THE DISTRICT (ORDINANCE C-06-34)



- Commercial property owners are assessed a non ad valorem special assessment.
- Assessed property must derive a special benefit from the improvement and services.
- Assessment must be fairly and reasonably apportioned among the properties that receive the special benefit.
- Current rate is \$0.8525 per \$1,000 of the property value
- FY 2024 Estimated assessment for the properties in the District is \$1,213,758.

PROPERTIES AND BOUNDARIES

- The current BBID boundary was determined when the BBID was established and is based on a feasibility study conducted in 2006. The District includes commercial properties along A1A, between Sunrise Boulevard and Holiday Drive.
- A new feasibility study exploring an expansion of the BBID has been conducted and will be presented to the City Commission on October 3, 2023.



BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

(RESOLUTION 07-114)



- Beach Business Improvement District Advisory Committee was created in 2007 to monitor the progress of the Beach Business Improvement District, and to make recommendations about services, enhancements, and special programs and events.
- The advisory committee consists of eight members, seven representatives from the ten highest assessed properties in the district, and one representative from the Greater Fort Lauderdale Chamber of Commerce's Beach Council.

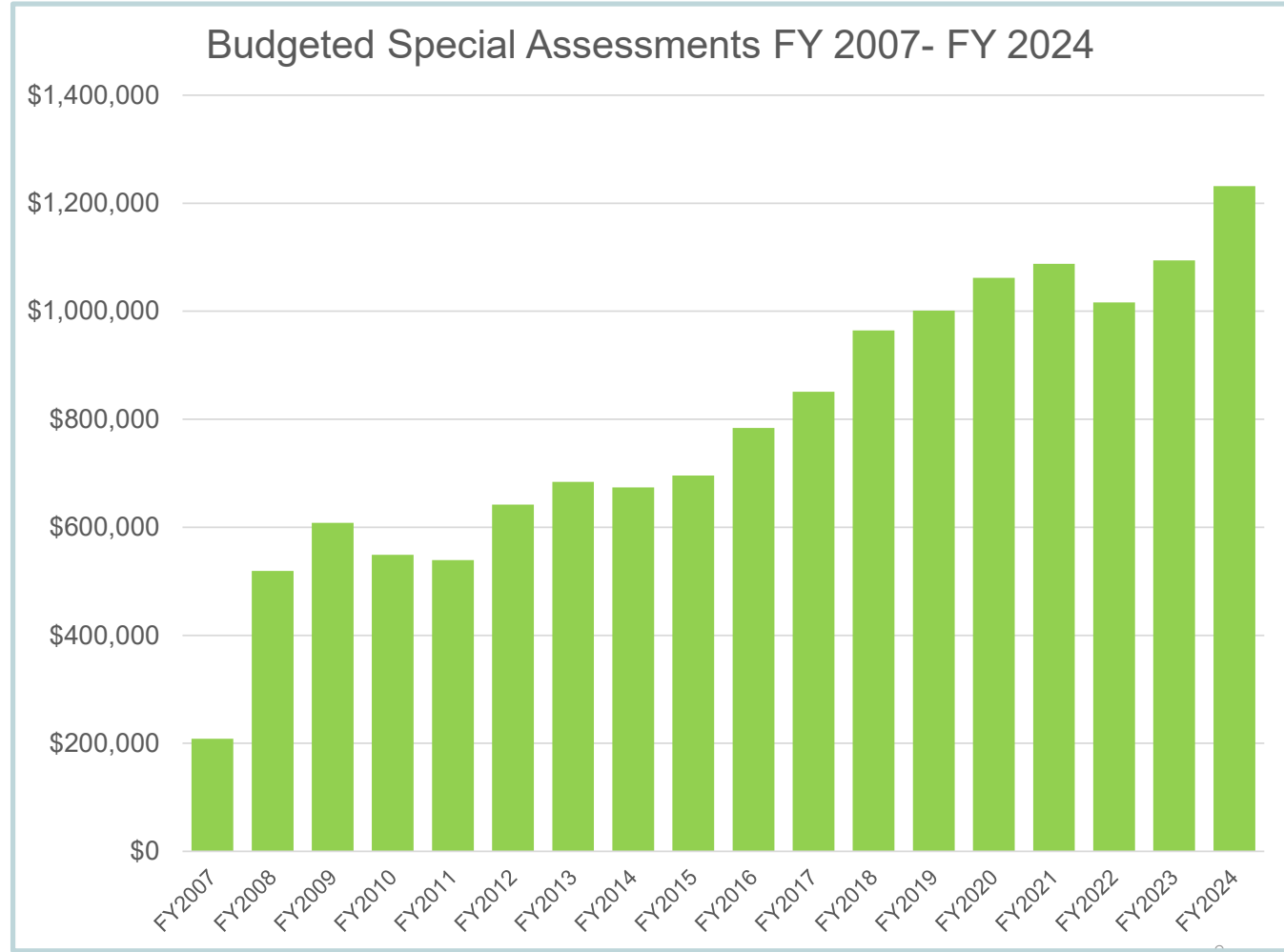
FY 2024 TOP TEN PROPERTIES AND ADVISORY COMMITTEE MEMBERS

PROPERTY NAME	2023 ASSESSED VALUE	PRIMARY COMMITTEE MEMBER	ALTERNATE COMMITTEE MEMBER
WESTIN FORT LAUDERDALE BEACH	\$141,569,980	LAURIE JOHNSON	MICHAEL BERRY
W FORT LAUDERDALE	\$129,833,000	ANNA MACDIARMID	ALEX CACERES
BAHIA MAR FORT LAUDERDALE	\$114,400,450	LISA NAMOUR	MICHAEL MUNROE
B OCEAN RESORT FORT LAUDERDALE	\$112,271,300	RIZWAN ANSARI	VACANT
RITZ CARLTON FORT LAUDERDALE	\$95,167,710	VACANT	SAMUEL FUERSTMAN
HOTEL MAREN	\$55,138,000	N/A	N/A
SONESTA FORT LAUDERDALE BEACH	\$54,500,570	VACANT	FERNANDO CALVO
MARRIOTT COURTYARD, FTL BEACH	\$53,130,050	MIKE FLEMING	STEVE ZUNT
CONRAD FTL BEACH RESORT	\$40,552,870	N/A	N/A
MARRIOTT BEACH PLACE TOWERS	\$38,119,970	N/A	N/A
GFTL CHAMBER OF COMMERCE – BEACH COUNCIL	N/A	STUART LEVY	N/A

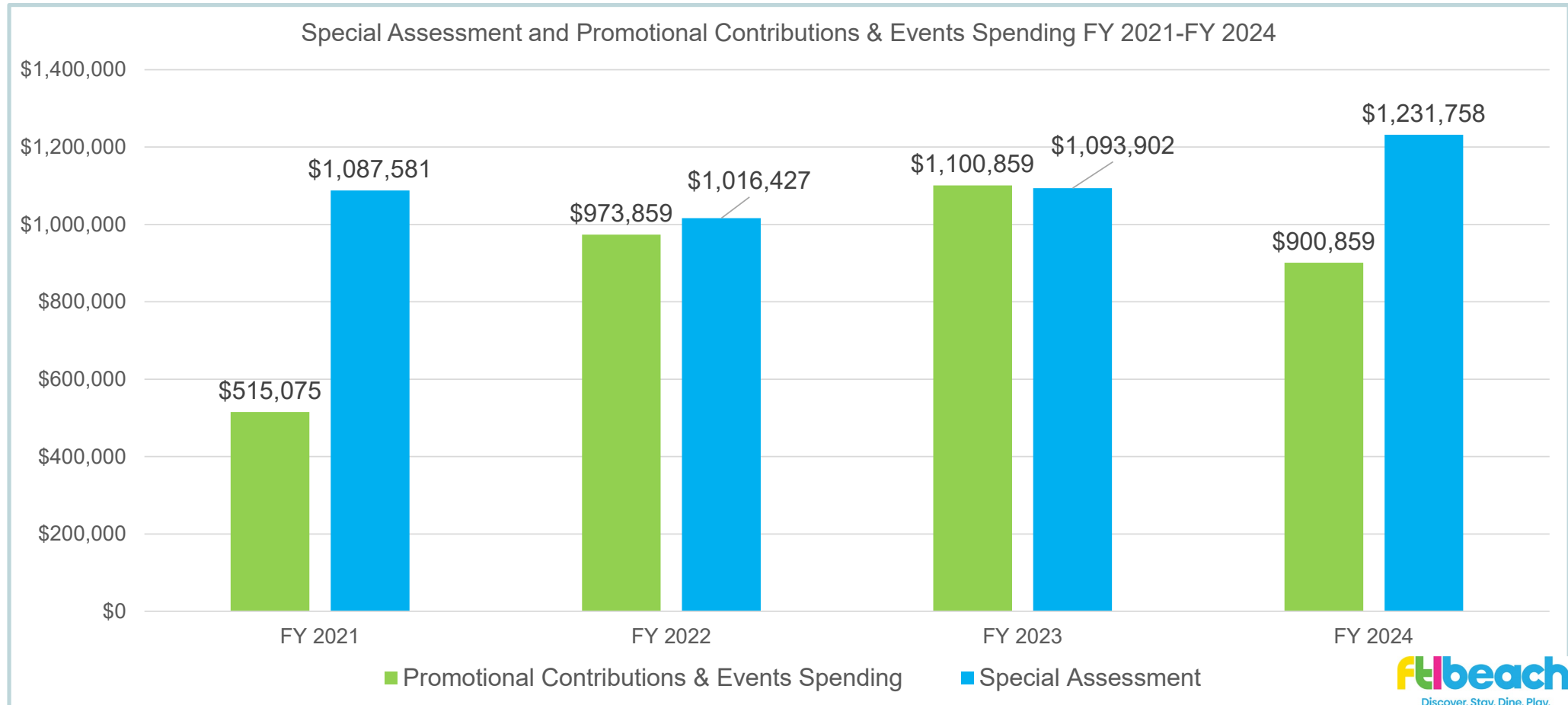


HISTORY OF BBID'S SPECIAL ASSESSMENT

Year	Budgeted Special Assessment
FY2007	\$208,750
FY2008	\$519,357
FY2009	\$608,415
FY2010	\$549,270
FY2011	\$539,443
FY2012	\$642,193
FY2013	\$684,032
FY2014	\$674,056
FY2015	\$695,698
FY2016	\$783,761
FY2017	\$850,955
FY2018	\$964,443
FY2019	\$1,001,307
FY2020	\$1,061,809
FY2021	\$1,087,581
FY2022	\$1,016,427
FY2023	\$1,093,902
FY2024	\$1,231,758
Total	\$14,213,157



PROMOTIONAL CONTRIBUTIONS AND EVENTS FUNDED FY2021-FY2024



PROMOTIONAL CONTRIBUTIONS & EVENTS FY2021-FY2024

Funded Events	FY 2021	FY 2022	FY 2023	FY 2024	Total
Airshow	\$75,000	\$100,000	\$75,000	\$75,000	\$325,000
Audacy	---	\$300,000	\$250,000	\$200,000	\$750,000
Concours	\$25,000	---	---	---	\$25,000
Fleet Week	---	\$15,000	---	---	\$15,000
Flockfest	---	---	\$15,000	---	\$15,000
FNSW & LOOP Activation (Fur the Love Pet Fest, Wonderland, Elvis, Spring Fling, Dog Days of Summer, etc.)	\$159,150	\$190,500	\$175,000	\$175,000	\$699,650
Holiday Display - Snowman & Arches	\$79,784	\$79,784	\$79,784	\$79,784	\$319,136
Holiday Lights along A1A & LOOP	\$26,075	\$26,075	\$36,075	\$26,075	\$114,300
NHL All Star Weekend	---	---	\$125,000	---	\$125,000
Seaglass	---	\$12,500	---	---	\$12,500
Tortuga	\$150,000	\$150,000	\$250,000	\$250,000	\$800,000
Visit Lauderdale Food & Wine Festival	---	\$75,000	\$70,000	\$70,000	\$215,000
Winterfest	---	\$25,000	\$25,000	\$25,000	\$75,000
Total	\$515,009	\$973,859	\$1,100,859	\$900,859	\$3,490,586

OTHER FUNDED PROGRAMS AND INITIATIVES



Launched a rebranding marketing program, including:

- Website : www.discoverftlbeach.com
- Social Media
 - Instagram, LinkedIn, Threads
- Public Relations/Marketing
- Promotional Opportunities Calendar



Awards

- Life Lux Magazine (National)
 - Best Online Tourist International Resource 2023 - Southeast Florida
- 2023 Communicator Award (National)
 - Best Branding for FTLBeach logo and brand guidelines

OTHER FUNDED PROGRAMS AND INITIATIVES



- Utility Box Wraps along A1A – to be installed
- Infrastructure Improvements to South Beach Parking Lot to accommodate large events – Solicitation completed
- Beach Cleaning – Spring Break
- Touch screen kiosks in the Las Olas Oceanside Park and outside the Las Olas Garage
- LauderGo Micro Transit Program

BBID'S STRATEGIC PLANNING SESSION IN APRIL 2022

- Established BBID's Goals:
 - Continue to promote the District
 - Keep current events that benefit the businesses and promote the beach as a destination
 - Attract new events that benefit the businesses and promote the beach as a destination
 - Attract additional complementary businesses to the beach
 - More activities/initiatives in the summer (low season)
 - Explore expanding the BBID boundaries further south and west on the beach
- Meet with City Commission to seek direction and ensure alignment of goals for the evolved District

PROGRESS UPDATE AS OF SEPTEMBER 19, 2023

- ✓ Revised the grant funding application process for FY 2024 to ensure supported events align with BBID's goal to benefit the businesses and promote the beach. (Exhibit 2- Exhibit 4)
- ✓ Procured foot traffic data software, Placer AI, to track impact and outcomes of events to ensure alignment with BBID's goal to benefit the businesses and promote the beach. ([Airshow](#), [Tortuga](#))
- ✓ Engaged a consultant to conduct a feasibility study to evaluate possible expansion of the BBID boundaries. Feasibility study to be discussed at the City Commission Conference meeting on October 3, 2023.
- Meet with City Commission at a joint workshop to align initiatives and future focus.

