



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

#25-1036

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

FROM: Rickelle Williams, City Manager

DATE: November 18, 2025

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Winterfest, Inc. for the Parade Viewing Area - \$25,000 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Winterfest, Inc., in substantially the form attached, to support the Seminole Hard Rock Winterfest Boat Parade Viewing Area as a destination marketing activation on December 13, 2025, in the amount of \$25,000.

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 Winterfest, Inc. for \$25,000 in sponsorship funding for Fiscal Year 2026. The BBID Advisory Committee unanimously recommended approval by a vote of 8 to 0 (Exhibit 1).

BBID is sponsoring the Seminole Hard Rock Winterfest Boat Parade Viewing Area as part of the broader Winterfest Boat Parade, a 54-year tradition in Fort Lauderdale. The twelve (12)-mile parade begins on the New River and travels north along the Intracoastal Waterway to Pompano Beach, passing by the largest public viewing area on Fort Lauderdale's barrier island, the Las Olas Intracoastal Promenade Park. The parade viewing area includes bleacher seating with live narration and site activations including music, food and beverage vendors, sponsor activations, and children's activities.

The Seminole Hard Rock Winterfest Boat Parade generates significant destination marketing value by extending the City's brand visibility and strengthening its competitive position within the travel and hospitality marketplace. In 2024, the BBID benefited from an estimated \$3 million advertising campaign across television, digital, social media, email, radio, print and direct mail, targeting out-of-state, regional and local markets. This partnership delivers substantial media exposure, enhances the visitor experience, and reinforces Fort Lauderdale's image as a vibrant, must-visit destination. BBID funding will

be used to supplement event production and marketing expenses associated with this event. The BBID Grant Application provides additional event details (Exhibit 2).

Funding History

Winterfest, Inc. has received funding from the BBID since 2022 for a total amount of \$90,000.

Resource Impact

There is a Fiscal Year 2026 fiscal impact to the City, via the BBID, in the amount of \$25,000 in the account listed below.

<i>Funds available as of October 20, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT 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	\$1,024,195	\$25,000
TOTAL AMOUNT ►					\$25,000

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 Winterfest BBID Grant Application

Exhibit 3 – Fiscal Year 2026 Winterfest, Inc., Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation