



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

**#22-1157**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** January 10, 2023

**TITLE:** Motion Approving FY 2023 Beach Business Improvement District (BBID)  
Grant Participation Agreement with Greater Fort Lauderdale Food & Wine  
Festival, Inc. - \$70,000 - **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve the FY 2023 BBID Grant Participation Agreement with Greater Fort Lauderdale Food & Wine Festival, Inc., in the amount of \$70,000.

**Background**

At the Beach Business Improvement District Advisory Committee (BBID) regular meeting on November 14, 2022, Greater Fort Lauderdale Food & Wine Festival, Inc. requested a BBID sponsorship in the amount of \$70,000 to support the Visit Lauderdale Food & Wine Festival event scheduled for January 9 - January 15, 2023. The BBID unanimously approved the funding request at their November 14, 2022 meeting (meeting minutes attached as Exhibit 1).

The Visit Lauderdale Food & Wine Festival offers weeklong food related experiences and events at various locations. There is the Culinary Education Series, the Dining Series, the Bar Fight, and the Poolside BBQ Battle, with the week culminating at the Las Olas Oceanside Park with the Grand Tasting on Saturday, January 14<sup>th</sup>, and the free Picnic in the Park on January 15<sup>th</sup>.

The BBID Grant Application provides further details about the event (Exhibit 2).

The estimated cost to produce this event is \$600,000. The applicant is seeking additional sponsorships to cover expenses from the Greater Fort Lauderdale Convention and Visitors Bureau, Fort Lauderdale Downtown Development Authority (DDA), Smithfield Farms and other local and national brands.

Funds from the BBID will be used to support overall costs associated with producing the event. The allowable expenditures include brand development, advertising, marketing, talent acquisition, production costs including fencing, security, sanitation, cleanup,

promotions, printed materials, logistics, police detail, Fire/EMS, tents, tables, chairs, signage, etc.

**Funding History**

BBID supported and funded the 2022 Greater Fort Lauderdale Food & Wine Festival event in the amount of \$75,000.

The Beach Business Improvement District Assessment is a non-ad valorem assessment for the cost of providing beach business improvement services, facilities and programs that have a special benefit to business property located within the beach area. This proposal is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BBID.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the City (Exhibit 3). Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made.

**Resource Impact**

There will be a \$70,000 Fiscal Year 2023 impact to the City in the account listed below.

This item is contingent upon the approval of the Consolidated Budget Amendment CAM 21-1148.

<b><i>Funds available as of December 13, 2022</i></b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>CHARACTER/ ACCOUNT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
10-135-1430-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$876,197	\$412,656	\$70,000
<b>TOTAL AMOUNT ►</b>					<b>\$70,000</b>

**Strategic Connections**

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

- The Public Places Focus Area
  - Goal 3: Build a healthy and engaging community
  - Objective: Offer a diverse range of recreational and educational programming
- The Business Development Focus Area

- Goal 5: Build an attractive global and local economic community marketplace
- Objective: Nurture and support existing local businesses

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here and We Are Prosperous*.

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

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

### **Attachments**

Exhibit 1 – November 14, 2022, BBID Meeting Draft Minutes

Exhibit 2 – FY 2022 Recap and FY 2023 BBID Grant Application

Exhibit 3 – FY 2023 Grant Participation Agreement Visit Lauderdale Food & Wine Festival

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Prepared by: Sarah Hannah- Spurlock, ICMA-CM, Nighttime Economy Manager

Department Director: Christopher Cooper, AICP, Development Services Department