



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

#26-0357

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

FROM: Rickelle Williams, City Manager

DATE: May 5, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District Grant Participation Agreement with Lauderdale Air Show, LLC for the Air Dot Show on May 9-10, 2026 - \$75,000 – **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement in the amount of \$75,000 with Lauderdale Air Show, LLC, in substantially the form attached, to support the Fort Lauderdale Air Show to be held May 9-10, 2026.

Background

At its May 12, 2025, meeting, the BBID Advisory Committee considered a request from Lauderdale Air Show, LLC, for \$100,000 in sponsorship funding for Fiscal Year 2026. The BBID Advisory Committee unanimously recommended approval of funds, in the amount of \$75,000, by a vote of 8-0 (Exhibit 1).

The Fort Lauderdale Air Show is a premier annual event that draws significant regional and national attendance to Fort Lauderdale Beach, generating substantial visibility and economic activity within the district. The event features world-class aerial performances, including military and civilian demonstrations, and attracts a diverse audience of residents and visitors. Its beachfront setting and large-scale attendance provide a unique platform for destination marketing, offering BBID the opportunity to showcase Fort Lauderdale's assets to a broad and highly engaged audience. The BBID Grant Application provides additional event details (Exhibit 2).

The Grant Participation Agreement (Exhibit 3) defines the scope of services and associated deliverables for the grant funding. All deliverables and activations are designed to amplify the BBID's destination marketing initiatives and deepen engagement between the Fort Lauderdale Air Show audience and DiscoverFTLBeach.com. Integrated promotion before, during, and after the event will expand the BBID's reach, drive visitor awareness, and foster ongoing relationships with key audiences.

Pre-Festival Deliverables:

- All Fort Lauderdale Air Show email communications distributed across any subscriber or email distribution lists in connection with the Fort Lauderdale event shall include DiscoverFTLBeach.com destination messaging and clear calls-to-action linking to BBID digital channels; logo-only recognition shall not constitute fulfillment of this deliverable. BBID shall receive a minimum of one (1) dedicated or featured pre-event email placement;
- Website placements on the official Fort Lauderdale Air Show event website shall include destination messaging and direct links to DiscoverFTLBeach.com. At a minimum, BBID shall receive one (1) placement on the website info page and one (1) featured homepage placement with destination-focused messaging and direct links to BBID digital channels. Homepage placement shall be in a prominent, above-the-fold or otherwise highly visible position;
- BBID shall be included in the partner/sponsor listing on the website homepage with a direct link to DiscoverFTLBeach.com;
- Fort Lauderdale Air Show shall collaborate with BBID on a minimum of two (2) pre-event social media posts across official event channels and provide a minimum of two (2) additional social media story posts and/or reposts amplifying BBID content; and
- Fort Lauderdale Air Show shall provide BBID, upon request, with reasonable confirmation of deliverables, including live links, screenshots, and standard performance metrics where available.

On-Site Deliverables

- Provision of a limited number of VIP and General Admission tickets for official-use purposes, including destination promotion and stakeholder engagement;
- Prominent on-site signage and banner placements featuring DiscoverFTLBeach.com in high-traffic and highly visible areas throughout the event footprint, including entrances, viewing areas, and main activation zones;
- Inclusion of DiscoverFTLBeach.com branding and destination messaging on event signage where appropriate; and
- A minimum of six (6) live public address (PA) announcements, with at least three (3) announcements per day during event programming, incorporating DiscoverFTLBeach.com messaging and directing attendees to BBID digital channels, as included within official event announcer scripts.

Post-Festival Deliverables

- Inclusion within post-event email and social media communications featuring dedicated messaging promoting Fort Lauderdale Beach experiences, return visitation, and seasonal offers;
- Collaboration with BBID team on social media promotion of Fort Lauderdale Beach escapes, vacation offers, and experiences;
- Guaranteed featured placement within at least one (1) dedicated festival email highlighting DiscoverFTLBeach.com, including destination storytelling and visitor inspiration; and
- Collaboration with BBID team on social media promotion of Fort Lauderdale Beach escapes, vacation offers, and experiences.

Funding History

- Lauderdale Air Show, LLC has previously received funding from the BBID (since 2013) for a total amount of \$1,050,000.

Resource Impact

There is a Fiscal Year (FY) 2026 impact to the City, via the BBID, in the amount of \$75,000 in the account listed below.

<i>Funds available as of April 6, 2026</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	\$699,797	\$75,000
TOTAL AMOUNT ►					\$75,000

Strategic Connections

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

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and

attractive economy.

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.

- The Business Development Focus Area
- The Economic Development Element
- Goal 1: Enhance Fort Lauderdale's stature as a global, business friendly destination through the development of a business identity, enhanced marketing, branding, and support for enhanced local activities and tourism development.

Attachments

Exhibit 1 – May 12, 2025, BBID Meeting Minutes

Exhibit 2 – Fiscal Year 2026 Fort Lauderdale Air Show Grant Application

Exhibit 3 – Fiscal Year 2026 Lauderdale Air Show, LLC Grant Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation