



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

#25-0835

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

FROM: Rickelle Williams, City Manager

DATE: October 7, 2025

TITLE: Motion approving FY 2026 Beach Business Improvement District (BBID)
Grant Participation Agreement with A&R Enterprises of So. FL. Inc. -
\$175,000 - **(Commission Districts 2 and 4)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with A & R Enterprises of So. FL. Inc. to produce annual programming at Las Olas Oceanside Park (LOOP) designed to enhance the visitor experience, in the amount of \$175,000.

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 A&R Enterprises of So. FL, Inc. for \$175,000 in sponsorship funding for Fiscal Year 2026. The BBID Advisory Committee unanimously recommended approval by a vote of 8 to 0.

The LOOP activations animate the park year-round with free programming that drives foot traffic to the beach district area, supports the hotel guest experience, and enhances the City's appeal as a destination for families. Planned activations for Fiscal Year 2026 include Friday Night Sound Waves, Pumpkins & Palm Trees, Wonderland, Fur the Love Pet Fest, Spring Fling Eggstravaganza, Weekend Markets, Movie Nights, and other new events aligned with City and BBID goals.

The program generates substantial destination marketing value by extending the City's brand visibility and strengthening its competitive position in the travel and hospitality marketplace. In the most recent reporting cycle, the BBID benefited from an estimated \$21.8 million in media value, driven by more than 214,000 consumer impressions, over 1,000 earned media placements, and 74,000 direct web visits, collectively reinforcing the City's profile as a vibrant, must-visit destination.

Funding History

A&R Enterprises, Inc. has received funding from the BBID since 2016 for a total amount of \$1,541,077.

The BBID Assessment is a non-ad valorem assessment for the cost of providing beach business improvements services, facilities and programs that have a special benefit to commercial property located within the beach area. The funding proposals are consistent with the legislative determinations of special benefit found in 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. Invoices for reimbursement shall be submitted after completion of the events documenting the purchase and services before a payment is made. (Exhibit 3).

Resource Impact

Funds for this agreement in the amount of \$175,000 are available in the Fiscal Year 2026 Budget in the account listed below.

<i>Funds available as of October 1, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$1,024,195	\$1,024,195	\$175,000
TOTAL AMOUNT ►					\$175,000

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 – FY 2026 LOOP Annual Programming BBID Grant Application

Exhibit 3 – FY 2026 A & R Enterprises of So. FL. Inc., Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation