



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

#19-1167

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 7, 2020

TITLE: Motion Approving FY 2020 Beach Business Improvement District (BID)
Grant Participation Agreement with Florida International University Board
of Trustees for the Food Network and Cooking Channel South Beach
Wine and Food Festival (SOBEWFF) - \$75,000 - **(Commission District
2)**

Recommendation

It is recommended that the City Commission approve the FY 2020 BID Grant Participation Agreement with Florida International University (FIU) Board of Trustees for the Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF) in the amount of \$75,000.

Background

Florida International University Board of Trustees Food Network & Cooking Channel South Beach Wine & Food Festival Crave Fort Lauderdale Series is returning for a fourth year to Fort Lauderdale. At a Beach Business Improvement District (BID) advisory committee meeting regular meeting on August 12, 2019, the applicant requested \$75,000 in BID sponsorship toward the event and received BID recommended support for \$75,000; the motion passed (3-2) with two BID members opposed (Exhibit 2).

Crave Fort Lauderdale Series includes a total of five beach events presented by My Fort Lauderdale Beach, a BID endorsed brand. The events will begin on Wednesday, February 19, 2020 and continue through Sunday, February 23, 2020 at various restaurant locations at the Beach.

The estimated cost to produce the beach events is \$300,000. Funds from the BID will be used to support costs associated with producing and marketing the overall festival, including infrastructure costs, permitting, décor and entertainment enhancement, on-site branding and signage, talent transportation and hospitality. The BID grant application provides a detailed description of the event (Exhibit 1).

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the City (Exhibit 3).

The Beach Business Improvement 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 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), by increasing the number of visitors to the BID District.

Resource Impact

Funds in the amount of \$75,000 are available in Fiscal Year 2020 in the account listed below.

<i>Funds available as of November 20, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Services & Materials/ Promotional Contributions	\$514,327	\$354,327	\$75,000
TOTAL AMOUNT ►					\$75,000

Strategic Connections

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

- The Public Places focus areas
- Goal 3: Build a healthy and engaging community.
- Objective: Offer a diverse range of recreational and educational programming.

- 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 Prosperous*.

Attachments

- Exhibit 1 – BID Grant Application – SOBEWFF
- Exhibit 2 – 08.12.19 BID Regular Meeting - Approved Minutes
- Exhibit 3 – Grant Participation Agreement

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Department Director: Donald Morris, AICP, Beach CRA Manager