



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

#22-0221

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: March 15, 2022

TITLE: Motion Approving FY 2022 Beach Business Improvement District (BBID)
Grant Participation Agreement with Lauderdale Air Show, LLC, - \$100,000
- (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve the FY 2022 BBID Grant Participation Agreement with Lauderdale Air Show, LLC to produce the Fort Lauderdale Air Show 2022 in the amount of \$100,000.

Background

At the February 14, 2022, BBID Advisory Committee regular meeting, Lauderdale Air Show LLC, requested the BBID to sponsor the Fort Lauderdale Air Show on Fort Lauderdale Beach for \$100,000. The BBID Advisory Committee unanimously recommended the approval. (Exhibit 1).

The air show will be held on April 30 - May 1, 2022 and will be visible from Fort Lauderdale Beach Park to Oakland Park Boulevard with a show center adjacent to Birch State Park. The event site for premium viewing tickets will be located from the intersection of Sunrise Boulevard and A1A north to 18th Street. The BBID Grant Funding Application provides a detailed description of the event (Exhibit 2). Funds from the BBID will be used to supplement City support services, such as Fire, Emergency Management, Police and Ocean Rescue Services outside the event site.

The proposed activities include aerial exhibition of military and civilian aircraft as well as parachute teams. The event will feature the U.S. Airforce Thunderbirds from noon to 3:00 PM on Saturday April 30 and Sunday May 1. Additional activities include exhibits, simulators, and displays for ticket holders at the show center, and evening hospitality events at local venues for pilot meet-and-greets.

The Beach Business Improvement 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 C-06-34, Section

1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BBID.

Approval of the funding complies with the purpose of the BBID, as it provides for another major event that will enhance the brand of the beach as a world-class destination for both residents and tourists.

Reimbursement of the funds will be contingent on approval of an executed FY 2022 Grant Participation Agreement with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made (Exhibit 3).

Resource Impact

There will be a \$100,000 Fiscal Year 2022 impact to the City in the account listed below.

<i>Funds available as of March 3, 2022</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	Other Operating Expenses/ Promotional Contributions	\$1,211,292	\$445,680	\$100,000
TOTAL AMOUNT ►					\$100,000

Strategic Connections

This initiative is a *2022 Top Priority Commission Priority*, advancing the Parks and Public Places initiative.

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 - February 14, 2022, BBID Meeting Draft Minutes

Exhibit 2 - BBID Grant Application - Fort Lauderdale Air Show 2022

Exhibit 3 - Grant Participation Agreement - Lauderdale Air Show LLC

Prepared by: Ingrid Kindbom, Program Manager I, Nighttime Economy Division
Sarah Hannah-Spurlock, Nighttime Economy Manager

Department Director: Chris Lagerbloom, ICMA-CM, City Manager