



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0358

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

FROM: Rickelle Williams, City Manager

DATE: May 19, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District Grant Participation Agreement with Swim Fort Lauderdale Booster Club, Inc. for the SFTL Speedo Summer Classic - \$6,000 – **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Swim Fort Lauderdale Booster Club, Inc., in substantially the form attached, to support the Swim Fort Lauderdale (SFTL) Speedo Summer Classic to be held Wednesday, June 17, 2026 through Saturday, June 20, 2026, in the amount of \$6,000.

Background

At its May 12, 2025, meeting, the BBID Advisory Committee considered a request from Swim Fort Lauderdale Booster Club, Inc., for sponsorship funding for the SFTL Speedo Summer Classic. The BBID Advisory Committee unanimously recommended approval of funds, in the amount of \$6,000, by a vote of 8 - 0 (Exhibit 1).

The SFTL Speedo Summer Classic will take place from Wednesday, June 17, 2026, through Saturday, June 20, 2026, at the Fort Lauderdale Aquatic Center. The event will attract 600-650 swimmers ages nine (9) through twenty (20) from across the United States, with an estimated total attendance of 1,400-1,800 including coaches, officials, and families. Approximately ninety-five percent (95%) of attendees are expected from outside of Dade, Broward, and Palm Beach counties, generating significant tourism and economic impact through hotel stays, dining, shopping, and local transportation. Supporting this event will further strengthen Fort Lauderdale's reputation as a premier sports tourism destination. Additional event details are provided in the grant application (Exhibit 2).

BBID support will help ensure delivery of a first-class competition that increases hotel occupancy, drives economic activity throughout the Beach District, and builds Fort Lauderdale's long-term destination value for the City.

The Grant Participation Agreement (Exhibit 3) defines the scope of services and deliverables associated with the grant funding. All deliverables are designed to amplify the BBID’s destination marketing initiatives and deepen engagement between the SFTL Speedo Summer Classic audience and DiscoverFTLBeach.com. Integrated promotion before, during, and after the festival will expand BBID’s reach, drive visitor awareness, and foster ongoing relationships with the SFTL Speedo Summer Classic audience.

Pre-Event Deliverables:

- Highlight BBID hotels in event web, email, and print communications;
- Include the DiscoverFTLBeach.com (BBID logo) on marketing materials with messaging directing audiences to the visitor website; and
- Promote DiscoverFTLBeach.com as a resource for Fort Lauderdale Beach hotels, restaurants, shops, and things to do.

Onsite Deliverables:

- Provide on-site visibility through digital scoreboard signage, event banners, and event announcements.

Post-Event Deliverables:

- Deploy follow-up emails and social media promotion reinforcing DiscoverFTLBeach.com messaging and encouraging overnight stays at Fort Lauderdale Beach hotels for future Swim Fort Lauderdale Booster Club events hosted at the Fort Lauderdale Aquatic Center.

Funding History

Swim Fort Lauderdale Booster Club, Inc. received BBID funding in 2026 in the amount of \$10,000 for the Fort Lauderdale Open (CAM #26-0301).

Resource Impact

There is a Fiscal Year (FY) 2026 impact to the City, via the BBID, in the amount of \$6,000 in the account listed below.

<i>Funds available as of April 20, 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	\$389,840	\$6,000
TOTAL AMOUNT ►					\$6,000

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.

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 – Fiscal Year 2026 SFTL Speedo Summer Classic Grant Application

Exhibit 3 – Fiscal Year 2026 Swim Fort Lauderdale Booster Club, Inc. Grant Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation