



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

#18-0101

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 3, 2018

TITLE: Motion to Approve Beach Business Improvement Funding for a Fort
Lauderdale Beach Group Sales and Marketing Tool-Kit in the amount of
\$30,500

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$30,500 to rAv Communications to coordinate, plan and create a Fort Lauderdale Beach Group Sales and Marketing Tool Kit as unanimously recommended by the Beach Business Improvement District Committee (BID) at their regular meeting on January 8, 2018.

Background

The Greater Fort Lauderdale Chamber of Commerce's Beach Council Marketing Committee, comprised of the sales and marketing teams from the major hotels and beach businesses, have created a Sales and Marketing Tool-Kit concept specifically to market Fort Lauderdale Beach that will complement the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) County-wide efforts. If approved, rAv Communications, manager of the BID website myfortlauderdalebeach.com and a member for the Beach Council Marketing Committee, will manage the six-month project.

The proposed marketing tool-kit would provide three (3) two-minute videos titled "Why Fort Lauderdale Beach," "Fort Lauderdale Beach: Greater Together," and "The Beach Boulevard and Beyond." The package also includes five (5) thirty to forty-five second video donut loops centered on the themes: My, Food, Art, Music, and Experience. Furthermore, it will include ongoing graphics and design to film and create loop inserting information. A video donut loop is thirty to forty-five seconds long with a standard beginning and end allowing the middle section to be customized for different BID businesses who wish to market their properties or products.

In all, the tool-kit package will be available for individual BID-member businesses for use in promoting and marketing the area with a consistent branded message, look and feel. Videos will be housed on the BID's website myfortlauderdalebeach.com for the public, as well as social channels such as Facebook, LinkedIn and YouTube. They will also be made available to the GFLCVB for cross-promotional efforts in-house and on the Hello Sunny

TV network. A BID Grant Application has been provided as Exhibit I that further details the proposal. The BID's recommendation is for Option 2, as shown on the application.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the City. Invoices for reimbursement shall be submitted after project completion documenting the purchases and services before a payment is made.

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 for Fort Lauderdale Beach Group Sales and Marketing Tool-Kit in the amount of \$30,500 are available in Fiscal Year 2018.

<i>Funds available as of February 8, 2018</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 Expenditures/ Promotional Contributions	\$1,216,922	\$778,420	\$30,500
TOTAL AMOUNT ►					\$30,500

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

Attachments

- Exhibit 1 – BID Funding Application – Fort Lauderdale Beach Marketing Tool Kit
- Exhibit 2 – Grant Participation Agreement

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