



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#13-0629

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

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: July 2, 2013

TITLE: Motion to approve funding for the Flavors of Fort Lauderdale Event in the
Amount of \$60,000

Recommendation

The Beach Business Improvement District (BID) Committee has recommended that the City Commission approve funding for the Flavors of Fort Lauderdale event in the amount of \$60,000.

Background

At the April 16, 2013 City Commission meeting, this item was deferred so that the applicant could provide additional information pertaining to their event, including an overview of the mission of the Flavors of Fort Lauderdale and a detailed description of the expenses for past events (Exhibit 1). The information provided in Exhibit 1 includes the following:

- A summarized slide show presentation for the event
- Projected Event Budget for 2013 - \$365,000
- Total Cost of the Event for 2013 - \$389,000
- In-kind sponsorships expected for 2013 - \$115,337
- In-kind sponsorships provided for 2012 - \$109,845
- Empire Force Events Company Overview (event owner/operator)

Additional detail for the 2012 event was also provided that includes invoices and receipts for all event expenses. The expenses for the 2012 were approximately \$435,000, with revenues totaling approximately \$164,000. Major expenses include:

- Television advertising (\$70,493)
- Public relations (\$58,998)
- Tent rental (\$41,924)
- Technical support / Website design (\$46,837)
- Permits / Parking lot rental (\$34,617)

- Print advertisements (\$19,246)
- Security (\$19,515)
- Cooking professionals (\$16,996)

A spreadsheet listing all of the 2012 expenses and revenue is provided as Exhibit 2.

The Flavors of Fort Lauderdale event is in its second year of showcasing the wide variety of restaurants, chefs and lifestyle activities located in the City of Fort Lauderdale. The event will take place from Thursday, November 14, 2013 through Sunday, November 17, 2013. The first two days will consist of events at various restaurants throughout the City, with the final two days (Saturday and Sunday) located at the Las Olas Marina Parking Lot. The events on Saturday and Sunday will each have their own theme, which the applicants are in the process of confirming. In 2012, Saturday's theme was female chefs and Sunday's theme was sustainable seafood. The applicant has provided an overview of the event that includes a Beach Business Improvement District Event Application and a business plan (see Exhibit 1).

At the February 11, 2013 Beach Business Improvement District (BID) Committee meeting, the BID unanimously recommended approval to fund the proposed event for two years in the amount of \$60,000 per year.

The Beach Redevelopment Advisory Board has also recommended approval to fund \$40,000 for this event. A corresponding CAM #13-0628 is on the July 2, 2013 CRA Board of Directors meeting for funding approval from the Beach CRA budget.

Resource Impact

There is a fiscal impact to the Beach Business Improvement District's operating budget in the amount of \$60,000.

FUND	FUND NAME	INDEX #	SUB OBJECT #	SUBJECT NAME	AMOUNT
135	Beach Business Improvement District	DSD073502	3299	Other Service	\$60,000

Related CAM: Beach CRA CAM 13-0628

Attachment:

Exhibit 1 - Event Application

Exhibit 2 - 2012 Expenses and Revenues

Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

Department Director: Greg Brewton, Sustainable Development