



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0775

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

FROM: Rickelle Williams, City Manager

DATE: September 16, 2025

TITLE: Motion Approving Fiscal Year 2025 Beach Business Improvement District (BBID) Grant Funding for the Florida Panthers 2025 Championship Celebration in the Amount of \$100,000 - **(Commission Districts 2 and 4)**

Recommendation

Staff recommends that the City Commission approve \$100,000 in Beach Business Improvement District (BBID) grant funding to the Florida Panthers Hockey Club, Ltd. (Panthers) in support of the 2025 Florida Panthers Championship Celebration event.

Background

In June 2024, the Panthers secured the Stanley Cup Championship and produced a post-season celebration on Fort Lauderdale Beach. The 2024 celebration drew an estimated 60,000–75,000 attendees and generated approximately \$4 million in direct economic impact, according to Visit Lauderdale. The event stimulated hotel bookings, increased food and beverage sales, boosted retail activity, and delivered substantial earned media value—providing regional and national exposure for Fort Lauderdale during a key tourism period.

Events of this scale deliver a high-impact, tourism-driven boost to the local economy, especially during June, a historically slower month for hotel occupancy and room rates. As tourism industry leaders have emphasized, such celebrations activate the beachfront and generate significant economic returns for the City's hospitality sector—including hotels, restaurants, bars, and retailers—driving visibility for Fort Lauderdale.

In June 2025, the Panthers once again secured the Stanley Cup Championship and following the format of the 2024 celebration, the 2025 Championship Celebration was held on June 22, 2025 on Fort Lauderdale Beach. In anticipation of a championship win, the Panthers submitted a \$100,000 BBID grant application to support a post-season celebration event (Exhibit 1). On June 19, 2025, the BBID Advisory Committee held a special meeting and unanimously approved the Panthers funding request (Exhibit 2). While final data for the 2025 event is still being compiled, early indicators and the event's comparable scale and timing suggest an even greater attendance and economic impact

than last year.

On June 3, 2025, the City Commission of the City of Fort Lauderdale adopted Resolution No. 25-95 which delegated authority to the City Manager to execute a temporary Beach License and/or Outdoor Event Agreement and to contribute in-kind City services in an amount not to exceed \$200,000 (City Contribution) to support the post-season celebration events. The Event Agreement defined that the City was responsible for the coordination of all necessary personnel to provide public safety at the event site and the event impact areas.

The actual cost of City Services for the event was \$476,976.23. The cost for City Services did not include any expenditure directly procured by the Panthers, such as barricades, traffic control devices, and other event services. After deducting the 2025 City Contribution of \$200,000, the Panthers' event cost responsibility for City Services was \$276,976.23 and the Panthers have already submitted full payment to the City. In addition to the in-kind City Contribution, the \$100,000 BBID grant will offset the Panthers' costs for the 2025 Championship Celebration.

Resource Impact

There is a FY2025 fiscal impact to the City, via the BBID, in the amount of \$100,000 in the account listed below.

<i>Funds available as of 08/26/2025</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	\$860,535	\$300,535	\$100,000
TOTAL AMOUNT ►					\$100,000

Strategic Connections

This is a FY 2025 Commission Priority, advancing Public Spaces and 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 – FY 2025 Florida Panthers Championship Celebration BBID Grant Application

Exhibit 2 – June 19, 2025, BBID Meeting Minutes

Exhibit 3 – FY 2025 Florida Panthers Hockey Club, LTD., Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation