



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#13-0441

TO: CRA Board of Directors

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: April 16, 2013

TITLE: Request from ArtServe to Fund a Portion of the ArtServes Brunch on the Beach Event in the Amount of \$10,000

Recommendation

The Beach Redevelopment Advisory Board has recommended that the CRA Board of Directors approve funding for the proposed ArtServes Brunch on the Beach event in the amount of \$10,000.

Background

ArtServe is proposing a series of Sunday brunch beach events designed to bring tourists and residents to the beach during what is traditionally considered the slow season. The program is proposed to build upon, and be an extension of the Saturday Nite Alive event series, with a similar Sunday program that features brunch specials offered by beach-front restaurants and hotels. It will include art kiosks, displays and entertainment provided by local artists. The proposed event series will start the Sunday after the first Saturday Nite Alive event (Saturday June 1, 2013), and will continue through July, 2013. The applicant has provided an overview of the event that includes a Beach Redevelopment Advisory Board (BRAB) Event Application, a marketing plan and a location map (see Exhibit 1).

At the April 15, 2013 Beach Redevelopment Advisory Board meeting, the Board unanimously recommended approval to fund a portion of the proposed event in the amount of \$10,000. There is currently \$50,260 that is undesignated for special events in the FY 2013 budget. If this request and the funding request from Flavors of Fort Lauderdale (also on this agenda) (\$40,000) are both approved, \$260 will remain for special events.

The Beach Business Improvement District (BID) Committee has also recommended approval to fund \$10,000 for this event. A corresponding CAM (#13-0442) is on the April 16, 2013 City Commission regular agenda for funding approval from the BID budget.

The proposed event is in compliance with the Beach Community Redevelopment Plan as it will meet the goal of fostering family activity and recreation in the central beach area, as well as providing an opportunity to expand tourist-related activities on the beach. Furthermore, the proposed event will also help the CRA meet the stated objective of making the beach an integral part of the City for use of local residents.

Resource Impact:

There is a fiscal impact to the Beach CRA 2013 operating budget in the amount of \$10,000.

FUND	SUB FUND	FUND NAME	INDEX #	SUB OBJECT #	SUBJECT NAME	AMOUNT
106	01	Fort Lauderdale Community Redevelopment Agency	DSD070601	3299	Other Services	\$10,000

Related CAM(s): #13-0442

Attachment:

Exhibit 1- Event Application

Prepared by: Donald Morris, AICP, Economic Reinvestment Manager

Department Director: Greg Brewton, Sustainable Development