



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

#24-0915

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

FROM: Susan Grant, Acting City Manager

DATE: October 15, 2024

TITLE: Motion Approving FY 2025 Beach Business Improvement District (BBID)
Grant Participation Agreement with UniteUs Group Inc. - \$10,000 –
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2025 Beach Business Improvement District (BBID) Grant Participation Agreement with UniteUs Group Inc., in the amount of \$10,000.

Background

In 2024, the Beach Business Improvement District (BBID) Advisory Committee evaluated grant funding requests for FY 2025. At its May 13, 2024, meeting, the committee reviewed a request from UniteUs Group, Inc. for \$20,000 to support FemAle Brew Fest 2025. After consideration, the BBID Advisory Committee unanimously recommended approval of a \$10,000 grant (Exhibit 1).

The FemAle Brew Fest celebrates women in brewing through tastings, sampling, and educational sessions led by female brewers. As Broward County's longest-running craft beer festival, it significantly boosts tourism and economic growth. Held during the shoulder season, the event increases hotel bookings during a typically low-demand period. BBID support will further drive tourism, enhance economic benefits, and help offset event costs. Additional details can be found in the BBID Grant Application (Exhibit 2).

The event is scheduled for September 13, 2025, at Las Olas Oceanside Park, 3000 E Las Olas Blvd, Fort Lauderdale, FL 33316.

Funding History

UniteUs Group, Inc., has received funding since 2024 for a total amount of \$10,000.

The BBID 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 commercial property located within the beach area. The funding proposals are consistent

with the legislative determinations of special benefit found in C-06-34, Section 1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BBID. Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made. (Exhibit 3).

Resource Impact

There will be a \$10,000 Fiscal Year 2025 impact to the city in the account listed below.

<i>Funds available as of October 1, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Special Facilities & Administration – Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$985,393	\$985,393	\$10,000
TOTAL AMOUNT ►					\$10,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy

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

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Parks, Recreation, and Open Space Focus Area
- The Parks, Recreation & Open Space Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

Attachments

- Exhibit 1 – May 13, 2024, BBID Meeting Minutes
- Exhibit 2 – FY 2025 FemAle Brew Fest BBID Grant Application
- Exhibit 3 – FY 2025 FemAle Brew Fest Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation