



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

FROM: Greg Chavarria, City Manager

DATE: May 2, 2023

TITLE: Motion Approving FY 2023 Beach Business Improvement District (BBID)
Grant Participation Agreement with FlockFest Events Inc. - \$15,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2023 BBID Grant Participation Agreement with FlockFest Events Inc. to produce the FlockFest Beach Party in the amount of \$15,000.

Background

At the April 10, 2023, BBID Advisory Committee regular meeting, FlockFest Events Inc. requested the BBID to sponsor the FlockFest Beach Party on Fort Lauderdale Beach for \$15,000. The BBID Advisory Committee unanimously recommended the approval. (Exhibit 1). Because all budgeted dollars have been designated, funding for this event will come from the BBID's fund balance.

Flockfest started in 2014 and has grown into a three-day event, July 7-9, 2023 with the signature event being the FlockFest Beach Party on Fort Lauderdale Beach on Saturday July 8, 2023, The FlockFest Beach Party started on Sebastian Street in 2014, but moved to Fort Lauderdale Beach in 2021. The event has seen a steady increase in attendance every year with visitors from all over the US. The Beach Party truly showcases Fort Lauderdale beach with over 500 floats within the FlockFest dedicated area, and several thousand more attendees that participate outside the event area.

Flockfest Events Inc. is a non-profit fundraising foundation that partners with other non-profits for transformational change. They plan, manage, and promote non-profit events that achieve fundraising goals and promote their mission to positively impact the community.

The BBID Grant Funding Application provides a detailed description of the event (Exhibit 2). Funds from the BBID will be used to supplement some of the cost for marketing, tents, entertainment, and transportation.

Funding History

BBID has not previously supported or funded this event.

The Beach Business Improvement District 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 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 \$15,000 Fiscal Year 2023 impact to the City in the account listed below. This item is contingent upon the approval of the Consolidated Budget Amendment CAM 23-0089.

<i>Funds available as of April 11, 2023</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-1430-552-40-4207	Beach Business Improvement District	Other Operating Expenses/Promotional Contributions	\$1,071,197	\$157,664	\$15,000
TOTAL AMOUNT ►					\$15,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace
- Objective: Nurture and support existing local businesses

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 Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

Attachments

Exhibit 1 - April 10, 2023, BBID Meeting Draft Minutes

Exhibit 2 - Presentation and FY 2023 BBID Grant Application

Exhibit 3 - FY 2023 Grant Participation Agreement

Prepared by: Sarah Hannah- Spurlock, ICMA-CM, Nighttime Economy Manager

Department Director: Christopher Cooper, AICP, Development Services