



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

**#24-0911**

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**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 Greater Fort Lauderdale Food & Wine Festival, Inc. - \$70,000 – **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve the FY 2025 Beach Business Improvement District (BBID) Grant Participation Agreement with Greater Fort Lauderdale Food & Wine Festival, Inc., in the amount of \$70,000.

**Background**

In 2024, the Beach Business Improvement District (BBID) Advisory Committee reviewed grant requests for FY 2025. On April 8, 2024, the committee considered a \$100,000 request from Greater Fort Lauderdale Food & Wine Festival, Inc. to support the Visit Lauderdale Food & Wine Festival, scheduled for January 13-19, 2025. The BBID Advisory Committee unanimously recommended a \$70,000 grant (Exhibit 1).

The Visit Lauderdale Food & Wine Festival, now in its fourth year, is a week-long series of events designed to promote Broward County's culinary scene nationally and internationally. The 2025 festival will culminate at Las Olas Oceanside Park with four signature events: BBQ at the Beach on January 17, The Grand Tasting on January 18, Beachside Brunch on January 19, and the free Picnic in the Park on January 19. Showcasing both renowned and local talent, the festival aims to enhance Fort Lauderdale's culinary reputation. Partnering with Visit Lauderdale, it will use a global marketing strategy, including a multi-state digital campaign and targeted promotions, to maximize its reach and impact. The BBID Grant Application provides further details of the event (Exhibit 2).

Funds from the BBID will be used to supplement expenses associated with the event.

**Funding History**

The Greater Fort Lauderdale Food & Wine Festival, Inc. has received funding since 2022 for a total amount of \$215,000.

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 (Exhibit 3) with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made.

**Resource Impact**

There will be a \$70,000 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	\$70,000
<b>TOTAL AMOUNT ►</b>					\$70,000

**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 – April 8, 2024, BBID Meeting Minutes
- Exhibit 2 – FY 2025 BBID Grant Application
- Exhibit 3 – FY 2025 Grant Participation Agreement

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

Department Director: Carl Williams, Director, Parks and Recreation