



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

#21-0232

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: March 16, 2021

TITLE: Motion Approving FY 2021 Beach Business Improvement District (BID) Grant Participation Agreement with A & R Enterprises of So. FL Inc. - \$107,500 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the FY 2021 BID Grant Participation Agreement with A & R Enterprises of So. FL Inc. for \$107,500.

Background

A & R Enterprises of So. FL Inc. requested \$107,500 from BID grant funds for The LOOP FLB, a seven-event series spanning the months of March 2021 through September 2021. The BID Advisory Committee unanimously recommended an award of \$107,500 at its February 8, 2021 regular meeting (Exhibit 1).

The BID will only sponsor five (5) of the seven-event series at Las Olas Oceanside Park located at 3000 East Las Olas Boulevard. The events are Friday Night Sound Waves, SENSational Easter, FLLY Kite Festival, FIT Family Day, and Storytime Theater. The chart below lists the name of each event, scheduled date(s), and the location.

THE LOOP FLB : SEVEN-EVENT SERIES			
EVENT NAME	BID SPONSOR	2021 DATE(S)	LOCATION
1) LOOP FIT	NO	Fridays, March – September	Las Olas Oceanside Park and Las Olas Garage Terrace
2) Friday Night Sound Waves	YES	Fridays, March 19 – July 2	Las Olas Oceanside Park
3) Catch Kids Club	NO	Fridays, March 19 – July 2	Las Olas Oceanside Park
4) SENSation Easter	YES	Saturday, April 3	Las Olas Oceanside Park
5) FLLY Kite Festival	YES	Saturday or Sunday, May 1 or 2	Las Olas Oceanside Park
6) FIT Family Day	YES	Saturday, June 12	Las Olas Oceanside Park
7) Storytime Theater	YES	Fridays, August 6,13,20,27	Las Olas Oceanside Park

The planned activities provide an opportunity for locals and visitors to enjoy Fort Lauderdale Beach. The BID Grant Application further details the programming schedule and provides a detailed description of each event (Exhibit 2).

The estimated cost to produce The LOOP FLB is \$209,350. Funds from the BID will be used to support the overall cost of branding The LOOP FLB with event banners lining State Road A1A and expenses specific to the production of the five (5) BID sponsored events. The allowable expenditures include banners, signage, marketing and advertising collateral, bands, entertainment, performers, staff, photography, security, infrastructure, and stage setup. The following demonstrates the allocation of BID funds toward each line item:

GRANT FUND ALLOCATION	
1) The LOOP FLB Branding	\$5,000
2) Friday Night Sound Waves	\$75,000
3) SENSational Easter	\$5,000
4) FLLY Kite Festival	\$10,000
5) Fit Family Day	\$5,000
6) Storytime Theater	\$7,500
Total	\$107,500

The applicant is seeking other revenue sources including additional cash sponsorships, value-in-kind contributions, and income from fit membership fees to cover the remaining balance to produce The LOOP FLB.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvement 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 BID.

Reimbursement of the funds will be contingent on approval of a Grant Participation Agreement with the City (Exhibit 3).

Resource Impact

Funds for this transaction totaling \$107,500 are available in the account listed below.

Funds available as of February 24, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$836,061	\$734,559	\$107,500
TOTAL AMOUNT ►					\$107,500

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.

Attachments

Exhibit 1 – February 8, 2021 BID Meeting Draft Minutes

Exhibit 2 – BID Grant Application

Exhibit 3 – FY 2021 Grant Participation Agreement

Prepared by: Cija Omengebar, CRA Planner, FRA-RP
Clarence Woods, CRA Manager

Department Director: Chris Lagerbloom, ICMA-CM, Executive Director