



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

#17- 1248

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: November 7, 2017

TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for
the 2018 Swatch Beach Volleyball Majors Series Event in the Amount of
\$100,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$100,000 for the 2018 Swatch Beach Volleyball Major Series event in Fort Lauderdale (officially referred to as Fort Lauderdale Major 2018), presented by Beach Majors GMBH, LLC, as unanimously approved by the Beach Business Improvement District Committee (BID) at their regular meeting on September 22, 2017.

Background

Beach Majors GMBH, LLC has requested \$100,000 in BID sponsorship for the 2018 Swatch Beach Volleyball Fort Lauderdale Major event. This event will be the opening event of the Swatch Beach Volleyball Major Series held in multiple locations around the world. The Fort Lauderdale Major 2018 event costs a total \$5.2 million and is scheduled for February 27 to March 4, 2018. The BID funding application together with a detailed description of the event is provided in Exhibit 1.

Beach Majors GMB, LLC is heavily promoting the event at local, national and worldwide level through a digital marketing campaign, local partnership and television coverage. Digital marketing includes a dedicated Swatch Major Series website and social media platforms such as Facebook, Twitter and Instagram, all using the official hashtag '#FTLMajors' to enhance location visibility. Locally, the company is working with the Greater Fort Lauderdale Convention & Visitors Bureau (CVB) to develop travel packages, and collaborating with NBC 6, Sun-Sentinel, Miami Herald, Travelhost Magazine and Venice Magazine for advertising. Nationwide it will be aired on NBC and promoted through the Red Bull National Communications team. At the international level, the event will be broadcasted live on markets in Europe, the Middle East, and Latin America.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvement services as well as 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 Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID District.

Resource Impact

Funds for the 2018 Swatch Beach Volleyball Major Series event in the amount of \$100,000 are available in Fiscal Year 2018.

Funds available as of October 12, 2017					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
135-MGR143502-4207	Beach Business Improvement District	SERVICES & MATERIALS/ PROMOTIONAL CONTRIBUTIONS	\$522,009	\$522,009	\$100,000
PURCHASE TOTAL ►					\$100,000

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

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

Attachment(s)

Exhibit 1 – BID Funding Application 2018

Prepared by: Cija Omengebar, Central Beach CRA Project Coordinator

Department Director: Donald Morris, AICP Central Beach CRA