



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

**#22-0001**

---

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** January 5, 2022

**TITLE:** Motion Approving FY 2022 Beach Business Improvement District (BID)  
Grant Participation Agreement with Seaglass Group LLC - \$12,500 -  
(**Commission District 2**)

---

**Recommendation**

Staff recommends the City Commission approve the FY 2022 BID Grant Participation Agreement with Seaglass Group LLC in the total amount of \$12,500.

**Background**

At the November 8, 2021, BID Advisory Committee regular meeting, Seaglass Group LLC. requested BID sponsorship in the amount of \$25,000 to support Seaglass The Fort Lauderdale Rose Experience events scheduled for January 21-23, 2022. The BID Advisory Committee unanimously recommended approval of funds in the amount of \$12,500 (Exhibit 1).

The event site will be located on the sand directly across from the Hilton Fort Lauderdale Beach Resort at address 505 North Fort Lauderdale Beach Boulevard. The three-day event will feature rosé varietals from around the world while showcasing best in wine, spirits, and craft beer. The proposed activities include live music and food pairings from celebrity chefs.

The estimated cost to produce this event is \$734,500. The applicant is seeking additional sponsorship to cover expenses and has secured commitments from Greater Fort Lauderdale Convention & Visitors Bureau, AutoNation, Merrill Lynch. Other types of sponsorship include in-kind support services for labor, marketing, and food and beverage from the Hilton Fort Lauderdale Beach Resort as well as prospective corporate sponsorships. Funds from the BID will only be used to support cost associated with event services such as emergency medical services, waste disposal, portable restrooms and select marketing and advertising expenses.

The BID Grant Application provide a detailed description of the event and marketing plan (Exhibit 2).

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**

There will be a Fiscal Year 2022 impact to the City in the account listed below.

| <b><i>Funds available as of December 16, 2021</i></b> |  |  |   |  |               |
|---|--|--|---|--|---------------|
| <b>ACCOUNT<br/>NUMBER</b>                             | <b>INDEX NAME<br/>(Program)</b>        | <b>CHARACTER CODE/ SUB-<br/>OBJECT<br/>NAME</b>        | <b>AMENDED<br/>BUDGET<br/>(Character)</b> | <b>AVAILABLE<br/>BALANCE<br/>(Character)</b> | <b>AMOUNT</b> |
| 135-<br>MGR143502-<br>4207                            | Beach Business<br>Improvement District | Other Operating Expenses/<br>Promotional Contributions | \$1,211,292                               | \$692,306                                    | \$12,500      |
| <b>TOTAL AMOUNT ►</b>                                 |  |  |   |  | \$12,500      |

### **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.

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 – November 8, 2021, BID Meeting Draft Minutes

Exhibit 2 – BID Grant Application – Seaglass Fort Lauderdale Rosé Experience

Exhibit 3 – FY 2022 Grant Participation Agreement

---

Prepared by: Cija Omengebar, CRA Planner, FRA-RP  
Sarah Spurlock, Nighttime Economy Manager

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