



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

#22-0008

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 Greater Fort Lauderdale Food & Wine
Festival, Inc.- \$75,000 - (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve the FY 2022 BID Grant Participation Agreement with Greater Fort Lauderdale Food & Wine Festival, Inc., in the total amount of \$75,000.

Background

At the November 8, 2021 BID Advisory Committee regular meeting, the Greater Fort Lauderdale Food & Wine Festival, Inc., requested BID sponsorship in the amount of \$75,000 to support the Greater Fort Lauderdale Food & Wine Festival. The BID Advisory Committee unanimously recommended approval of the funding request (Exhibit 1).

The Greater Fort Lauderdale Food & Wine Festival will be held on January 15-16, 2022, at the Las Olas Oceanside Park, located at 3000 East Las Olas Boulevard. The proposed activities for this two-day event include but not limited to, sampling and sale of food and beverages, cooking demonstrations, children's culinary classes and wine seminars for adults.

The estimated cost to produce this event is \$415,250. The applicant is seeking additional sponsorship from local and national brands, and expect revenue source from ticket sales ranging between \$50-\$125. To date, the applicant has requested \$150,000 from the Greater Fort Lauderdale Convention & Visitors Bureau, and has secured funding commitments from Demesmin and Dover Law Firm, Ed Morse Bayview Cadillac, and Vranken Pommery. Funds from the BID will only be used to support cost associated with brand development, production costs and expenses directly related, but not limited to, advertising and marketing, talent acquisition, fencing, security, restrooms, sanitation, cleanup, promotions, fliers, posters, logistics, police detail, fire and emergency medical services, tents, tables, chairs, television, newspaper, magazine, social media, entertainment, talent, power, barricades, and signage. The BID Grant Application provides further details of the event (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.

<i>Funds available as of December 22, 2021</i>					
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	\$1,211,292	\$685,504	\$75,000
TOTAL AMOUNT ►					\$75,000

Strategic Connections

This item is a *2021 Top Commission* Priority, advancing the Parks and Public Places initiative.

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 – Greater Fort Lauderdale Food & Wine Festival

Exhibit 3 – FY 2022 Grant Participation Agreement

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

Charter Officer: Chris Lagerbloom, ICMA-CM, City Manager