



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

**#22-0123**

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

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

**DATE:** March 1, 2022

**TITLE:** Motion Approving FY 2022 - 2024 Beach Business Improvement District (BBID) Grant Participation Agreement with TMF Holdco LLC, to produce the Tortuga Music Festival in the Amounts of \$150,000 in the First Year, \$250,000 in the Second Year, and \$250,000 in the Third Year, for a Total Amount of \$650,000 - (**Commission District 2**)

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**Recommendation**

Staff recommends the City Commission approve the FY 2022-2024 BBID Grant Participation Agreement with TMF Holdco LLC, to produce the Tortuga Music Festival in the amounts of \$150,000 in the first year, \$250,000 in the second year, and \$250,000 in the third year, for a total amount of \$650,000.

**Background**

At the January 10, 2022, BBID Advisory Committee regular meeting, TMF Holdco LLC requested the BBID to sponsor the Tortuga Music Festival on Fort Lauderdale Beach for \$750,000 distributed over the next three years. The BBID Advisory Committee unanimously recommended the approval in a (7-0) vote of a revised amount, \$650,000 distributed over the next three years: \$150,000 in year 2022, \$250,000 in year 2023, and \$250,000 in year 2024. (Exhibit 1).

The proposed music festival will be held on April 8-10, 2022, at Fort Lauderdale Beach Park located at 1100 Seabreeze Boulevard. The event is a three-day beach-front live music event with multiple stages featuring at least 30 artists. The festival also contains a conservation village where 20-30 ocean conservation groups and associations promote ocean conservations measures and initiatives.

The estimated total cost to produce the event is \$15,000,000. The main revenue sources are ticket sales, sponsorships, food, beverage and merchandise sales and the partnership with Live Nation. Funds from the BBID will be used for City services including public safety and parking.

The applicant plans to market the festival via Radio, TV, Cable, print, and largely via social media nationwide.

The BBID Grant Application provides a description of the event and program deliverables (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 BBID.

Approval of the funding complies with the purpose of the BBID, as it provides for another major event that will enhance the brand of the beach as a world-class destination for both residents and tourists.

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

### **Resource Impact**

There will be a \$150,000 Fiscal Year 2022 impact to the City in the account listed below. Future expenditures are contingent upon approval and appropriation of the annual budget. Future expenditures include \$250,000 in FY 2023, and \$250,000 in FY 2024.

This item is contingent upon the approval of the Consolidated Budget Amendment CAM 22-0012.

<b><i>Funds available as of January 25, 2022</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$1,211,292	\$534,342	\$150,000
<b>TOTAL AMOUNT ►</b>					\$150,000

### **Strategic Connections**

This item is a *2022 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 – January 10, 2022, BBID Meeting Draft Minutes

Exhibit 2 – BBID Grant Application – Tortuga Music Festival

Exhibit 3 – FY 2022-2024 Grant Participation Agreement

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Prepared by: Ingrid Kindbom, Program Manager I, Nighttime Economy Division  
Sarah Hannah-Spurlock, Nighttime Economy Manager

Department Director: Chris Lagerbloom, ICMA-CM, City Manager