



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

#22-0220

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: April 5, 2022

TITLE: Motion Approving FY 2022 Beach Business Improvement District (BBID)
Grant Participation Agreement with Broward Navy Days, Inc. - \$15,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2022 BBID Grant Participation Agreement with Broward Navy Days, Inc., to produce the Fleet Week Port Everglades in the amount of \$15,000.

Background

At the February 14, 2022, BBID Advisory Committee regular meeting, Broward Navy Days, Inc., requested the BBID to sponsor parts of the Fleet Week Port Everglades that will be held on Fort Lauderdale beach in the amount of \$15,000. The BBID Advisory Committee unanimously recommended the approval. (Exhibit 1).

The Fleet Week Port Everglades event is primarily located at Port Everglades and other venues in Broward County, and this is the first time some of the official events will be hosted on Fort Lauderdale Beach. The event takes place the week of May 1 - May 8, 2022, with the Fort Lauderdale Beach events taking place on Sunday May 1 and Saturday May 7. On May 1 the Official Welcoming Reception will be hosted at a local beach hotel, followed by an All-Hands-on Deck Welcoming Ceremony with live music at the Las Olas Oceanside Park (the LOOP). On Saturday morning May 7, teams from the visiting ships, Sea Cadets, and community organizations will participate in the Beach Olympics on the beach near the Hub and the LOOP. Later that evening the Navy Band Southeast will provide a free public concert at the LOOP.

Funds from the BBID will be used for food and beverage, sound system, food vouchers to sailors to be used at local restaurants, event production expenses, permits, signage and supplies.

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 an executed FY 2022 Grant Participation Agreement with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made (Exhibit 3).

Resource Impact

There will be a \$15,000 Fiscal Year 2022 impact to the City in the account listed below.

Funds available as of March 3, 2022					
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	\$445,680	\$15,000
TOTAL AMOUNT ►					\$15,000

Strategic Connections

This initiative is a *2022 Top Priority 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 – 2022, BBID Meeting Draft Minutes, February 14, 2022

Exhibit 2 – BBID Grant Application – Fleet Week Port Everglades 2022

Exhibit 3 – Grant Participation Agreement with Broward Navy Days, Inc.

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

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