



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#22-0434

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: May 3, 2022

TITLE: Motion Approving \$355,000 for Finally Friday on Sistrunk Series -
(Commission District 3)

Recommendation

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners approve \$355,000 for the Finally Friday on Sistrunk Event Series.

Background

Finally Friday on Sistrunk (Finally Friday) is a series of free outdoor events held along Sistrunk Boulevard for the purpose of marketing the community redevelopment area. The family-friendly event features presentations about the CRA, food trucks, vendors, music, live entertainment, and an interactive kid's zone. The marketing initiative also highlights redevelopment activities located along the Sistrunk Commercial Corridor.

The events are held on vacant lots and/or underutilized properties located along the Sistrunk Boulevard as a predevelopment catalyst to highlight select locations for redevelopment. The event also creates a sense of place for neighbors. Local entrepreneurs and businesses are also afforded the opportunity to showcase their small business and sell a variety of goods and services. Finally Friday has successfully attracted numerous vendors. The estimated attendance is 3,500 to 5,000 people.

The Parks and Recreation Department supports the CRA in presenting the events, but the entire cost of the events is paid for using CRA funds.

As a part of the Fiscal Year (FY) 2022 budget, \$235,000 in funding was approved to support six Finally Friday events. The CRA has expended approximately \$180,000 to date for five (5) Finally Friday events in FY 2022. The CRA is requesting CRA Board authorization to spend up to \$235,000 as part of the FY 2022 budget.

Due to an increased cost of providing headliners and other services, the estimated cost for providing the five events in Fiscal Year 2023 is estimated to be \$300,000.

Staff recommends CRA Board authorize spending an additional \$55,000 as part of the FY 2022 budget and \$300,000 for (5) Finally Friday events to be held in Fiscal Year 2023.

Consistency with the NPF CRA Community Redevelopment Plan

From time to time the CRA will utilize marketing, public relations, and other promotional means to inform the general public, the residents, targeted businesses and visitors about the redevelopment efforts taking place in the CRA district. In addition, special events, promotions, and public displays will assist in business attraction, promoting the district as a place to live, and further promoting the area as a redevelopment district with opportunity for investment.

Utilizing public venues for art, public art, events, and other place-making activities will be part of the overall quality of life programming to attract residents and businesses to locate to the CRA district. Activities and events in public spaces including partnering with sponsors, hiring coordinators and promoters, holding special events and forums, and placement of public art installations are all forms of increasing the perception of the quality of life in the district.

Resource Impact

There will be an additional fiscal year impact to the CRA in the amount of \$55,000. The CRA has expended approximately \$180,000 to date for five (5) Finally events in FY 2022.

Future expenditures are contingent upon approval and appropriation of the annual budget. Future expenditures will be \$300,000 in Fiscal Year 2023.

Funds available as of April 22, 2022					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA060605-3299	NPF Redevelopment	Services & Materials/Other Services	\$865,163	\$325,929	\$55,000
AMOUNT ►					\$55,000

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: Improve access to and enjoyment of our beach, waterways, parks and open spaces for everyone
- 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: Create a responsive and proactive business climate to attract emerging industries
- Objective: Nurture and support existing local businesses

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

Attachment

Exhibit 1 – Budget

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