



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#22-0972

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

FROM: Greg Chavarria, City Manager

DATE: November 1, 2022

TITLE: Motion Approving FY 2023 Beach Business Improvement District (BBID)
Grant Participation Agreement with A&R Enterprises of So FL Inc. -
\$175,000 - (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve the FY 2023 BBID Grant Participation Agreement with A&R Enterprises of So FL Inc. in the amount of \$175,000.

Background

At the Beach Business Improvement District (BBID) Advisory Committee regular meeting on September 13, 2022, A&R Enterprises of So FL Inc. requested a BBID sponsorship in the amount of \$175,000 to support the activation of the Las Olas Oceanside Park system, (Las Olas Oceanside Park, Las Olas Intracoastal Park, Las Olas Beach Garage, and DC Alexander Park) for FY 2023, between October 1, 2022 to September 30, 2023. Planned activations include the Friday Night Sound Waves series (FNSW) and events that have proven popular in prior years such as Pumpkins and Palm Trees, Wonderland, Fur the Love Pet Fest, Spring Fling Eggstravaganza, as well as new events under development. Noteworthy new events are Bond, Beats, and Boats taking place during the Boat Show weekend and Pixar Putt, a pop-up, open-air, family friendly mini-golf experience that will run for 63 days during nine weeks. Further details of the planned schedule of events and grant application can be found in Exhibit 1. There are currently 148 self-produced events planned for the year.

The estimated cost to produce the activation and events is between \$395,000 and \$424,500. The applicant is in negotiations with sponsors to secure the necessary funding to be covered by:

General Sponsorships (including BBID \$175,000)	\$220,000 - \$240,000
Single Event Sponsorships	\$28,000 - \$32,500
Ticket Sales	\$12,000
Additional Revenue Sources (Vendor fees, Pixar Putt, LOOP markets etc.)	\$135,000 - \$140,000
Estimated Revenue	\$395,000 - \$424,500

Funding History

BBID has supported and funded Friday Night Soundwaves, events, and activations on Fort Lauderdale Beach organized by A&R Enterprises of So FL Inc. since 2016.

Year	Amount funded by BBID
2016	\$164,997
2017	\$149,500
2018	\$180,493
2019	\$85,900
2020	\$137,187
2021	\$107,500
2022	\$190,500
Total	\$1,016,077

The BBID Advisory Committee unanimously recommended approving the funding request at the September 13, 2022, advisory committee meeting (Exhibit 2).

The Beach Business Improvement District Assessment is a non-ad valorem assessment for the cost of providing beach business improvements 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.

Reimbursement of the funds will be contingent upon an executed 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 \$175,000 Fiscal Year 2023 impact to the City in the account listed below.

This item is contingent upon the approval of the Consolidated Budget Amendment CAM 22-0894.

<i>Funds available as of October 1, 2022</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-1430-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$661,197	\$661,197	\$175,000

TOTAL AMOUNT ►

\$175,000

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: 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 - Schedule of Events and Grant Application

Exhibit 2 - September 13, 2022, BBID Minutes

Exhibit 3 - FY 2023 Grant Participation Agreement

Prepared by: Sarah Hannah- Spurlock, ICMA-CM, Nighttime Economy Manager

Department Director: Christopher Cooper, AICP, Development Services Department