



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

**#23-0115**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** January 24, 2023

**TITLE:** Motion Approving FY 2023 Beach Business Improvement District (BBID)  
Grant Participation Agreement with Florida Panthers Hockey Club LTD. -  
\$125,000 - (**Commission District 2**)

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**Recommendation**

Staff recommends the City Commission approve the FY 2023 BBID Grant Participation Agreement with Florida Panthers Hockey Club LTD., in the amount of \$125,000.

**Background**

At the Beach Business Improvement District Advisory Committee (BBID) regular meeting on January 9, 2023, Florida Panthers Hockey Club LTD. requested a BBID sponsorship in the amount of \$125,000 to support the NHL All-Star Weekend scheduled for February 2 – February 5, 2023. The BBID Advisory Committee unanimously approved the funding request (Exhibit 1).

The National Hockey League (NHL) All-Star Weekend is an annual event produced by the NHL with rotating host cities. In 2022, it was held in Las Vegas, 2020 in St. Louis, 2019 in San Jose, and 2018 in Tampa. 2003 was the last time it was hosted in South Florida.

The NHL All-Star Weekend is comprised of a series of events, hospitality functions, media opportunities, broadcasts from various locations and grass roots fan activities that will be hosted throughout Broward County, including the Fort Lauderdale Beach area. All-Star festivities attract all 32 clubs within the National Hockey League, as well as national corporate sponsor brands who attend to activate their brands and entertain VIP guests.

The All-Star Weekend features multiple events including Truly Hard Seltzer NHL All-Star Beach Festival, All-Star Player Red Carpet, NHL All-Star Beach Bash, and Mascot Challenges. The weekend culminates with the NHL All-Star Game itself on Sunday, February 4, 2023.

Prior to the event weekend, The Florida Panthers will host a Fort Lauderdale beach clean-up on Sunday January 29, 2023, to prepare for the arrival of fans and players. The clean-up will be attended by the Florida Panther's staff, NHL personnel, season ticket members, local community officials, and volunteers

The BBID Grant Application provides further details about the event (Exhibit 2).

The NHL is budgeting \$7.5 million - \$9.5 million to host this event, with the Florida Panthers contributing over \$2.5 million. To cover the Panthers contribution, the applicant is also seeking sponsorships from the Greater Fort Lauderdale Convention & Visitors Bureau - \$500,000, Florida Sports Foundation - \$250,000, City of Sunrise - \$150,000, City of Coral Springs - \$100,000, and the City of Fort Lauderdale - \$50,000 (in addition to the BBID contribution).

Funds from the BBID will be used to support overall costs associated with producing the event, including media purchases, hospitality requirements, community activation, and costs associated with creating player engagement opportunities.

### **Funding History**

BBID has not previously supported or funded this event.

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 \$125,000 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 23-0086.

<b><i>Funds available as of January 10, 2023</i></b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>CHARACTER/ ACCOUNT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
10-135-1430-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$876,197	\$409,199	\$125,000
			<b>TOTAL AMOUNT ►</b>		\$125,000

### **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

### **Related CAMS**

23-0086

23-0173

### **Attachments**

Exhibit 1 - January 9, 2023, BBID Meeting Draft Minutes

Exhibit 2 - FY 2023 BBID Grant Application and Presentation

Exhibit 3 - FY 2023 Grant Participation Agreement

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

Department Director: Christopher Cooper, AICP, Development Services Department