



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

#15-0818

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: July 7, 2015

TITLE: 2016 Lauderdale Air Show Update

At the June 2, 2015 City Commission Conference Meeting, Mr. Brian Lilley of Lauderdale Air Show LLC (Lauderdale Air Show) addressed the City Commission regarding the return of the Lauderdale Air Show in the spring of 2016 (CAM 15-0703).

The Commission requested an estimate from affected departments on expenses (Exhibit 1). The estimate totals approximately \$218,000. In addition, the Commission requested estimated revenue from Lauderdale Air Show. Based upon the 2012 (Exhibit 2) and 2013 (Exhibit 3) sponsorship revenues, Lauderdale Air Show projects an estimated \$450,000 in sponsorship revenues for 2016.

Based upon the current estimate of approximately \$218,000, the Lauderdale Air Show would be required to pay the "inside event site" costs of \$89,795.00 and the City of Fort Lauderdale (CRA/BID) would cover the balance of the "outside event site" costs of approximately \$128,000. In the previous year the CRA/BID provided \$150,000 in combined support for the event.

On May 11, 2015, the BID recommended to cover one half of the City-associated costs or \$75,000, whichever is less. On May 18, 2015, the BRAB recommended a \$50,000 contribution contingent upon the BID increasing its contribution of \$75,000 to \$100,000. The increased contribution is on the BID's July 13, 2015 agenda.

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports.

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

Attachments

Ex 1 – Departmental Estimates

Ex 2 – 2012 Sponsorship Revenues

Ex 3 – 2013 Sponsorship Revenues

Prepared by: Carolyn Bean, Administrative Assistant

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