



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-0017

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

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

DATE: February 2, 2016

TITLE: Motion Authorizing Funding for the Food Network and Cooking Channel
South Beach Wine and Food Festival Presented by FOOD & WINE

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$65,000 to Florida International University's Food Network and Cooking Channel South Beach Wine and Food Festival presented by FOOD & WINE, as unanimously recommended by the Beach Business Improvement District Committee (BID) at their November 9, 2015 and January 11, 2016 meetings.

Background

Florida International University's Food Network and Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE would like to expand the South Beach Wine and Food Festival to the City of Fort Lauderdale. This proposal would fund two events taking place on February 24 and 28, 2016 at the Bonnet House Museum & Gardens and The Ritz-Carlton Hotel.

On Wednesday, February 24, 2016, cookbook author and star of Food Network's *Restaurant: Impossible* and *Chopped: Impossible* Robert Irvine will host Seaside Eats at the Bonnet House Museum & Gardens. This large-scale, walk-around tasting event will feature signature bites from 15 chefs representing establishments from across South Florida. Funds from the BID would be used to bring in additional kitchen facility support for the participating chefs to better serve neighbors and guests at the event, as on-site facilities at this venue are limited, and would also be used to enhance live entertainment components of the event.

On Sunday, February 28, 2016, the complete cast of the Food Network series *Chopped* will host a Bloody Mary Brunch at The Ritz-Carlton, Fort Lauderdale. More than 15 chefs will serve up creative brunch dishes accompanied by unique Bloody Mary samplings. Funds from the BID would be used to provide a branded photo opportunity experience at the event, as well as enhanced entertainment and décor elements and potential branded transportation for the *Chopped* cast to and from the event.

The applicants have secured funding from the Greater Fort Lauderdale Convention & Visitors Bureau and will also secure funding via sponsorship dollars from the wine, spirits, food and luxury brands that may be promoting their brands at these events.

Approval of the funding complies with the purpose of the BID, as it provides for another quality event that will enhance the brand of the beach as a world-class destination for both residents and tourists. It will also have a positive economic impact on BID-member properties by increasing restaurant and retail sales.

A BID event application that further details the proposed activities and the anticipated economic impact is provided as Exhibit 1.

Resource Impact

There will be a fiscal impact to the City in the amount of \$65,000 associated with this action.

Funds available as of January 8, 2016					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
135-DSD073502-3299	BEACH BUSINESS IMPROVEMENT DISTRICT	SERVICES & MATERIALS/OTHER SERVICES	\$385,964	\$352,103	\$65,000
PURCHASE TOTAL ►					\$65,000

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

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

Attachment

Exhibit 1 – BID Event Application

Prepared by: Donald Morris, AICP, Economic and Business Development Manager

Department Director: Jenni Morejon, Sustainable Development