



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING**

#16-0550

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

FROM: Lee R. Feldman, ICMA-CM, Executive Director

DATE: May 3, 2016

TITLE: Friday Night Sound Waves Funding Request

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve funding in the amount of \$15,000 for the Friday Night Sound Waves event series.

Background

This item was continued from the April 19, 2016 CRA Board of Commissioners meeting to allow the applicant, A&R Enterprises of South Florida, Inc., to provide additional information regarding sponsorship and how the requested funding will be used. An amended Beach Redevelopment Advisory Board (BRAB) event application has been provided which specifies sponsorship including in-kind contributions. The funding requested for this proposal will help pay for talent and miscellaneous expenses associated with the event. The amended application, event overview and expense sheet are attached as Exhibit 1.

Friday Night Sound Waves is a live music event series that takes place each Friday night from 5:30 PM – 8:30 PM at the Las Olas Boulevard beach entrance from March 18, 2016 to November 18, 2016. Activities include live performances by local bands, with genres ranging from Jazz, Latin, Country, Top 40, Indie, Oldies and Classic Rock.

On January 5, 2016 the City Commission approved funding in the amount of \$150,000 from the Beach Business Improvement District (BID) to also fund this event. As a result, if approved the total BID and CRA and contribution will be \$165,000 for this year. Other pledged cash contributions total \$29,500, with in-kind contributions totaling \$58,000. Both the CRA and BID funding are intended as “seed” money, with reduced contributions over subsequent years. The ultimate goal is that the event becomes self-sustaining in three to five years.

On January 22, 2016 the Beach Redevelopment Advisory Board (BRAB) unanimously

recommended approval of this request.

The proposed event is in compliance with the Beach Community Redevelopment Plan as it will meet the goal of fostering family activity and recreation in the central beach area, as well as providing an opportunity to expand tourist-related activities on the beach. Furthermore, the proposed event will also help the CRA meet the stated objective of making the beach an integral part of the City for use by neighbors.

Resource Impact

Funds available as of April 22, 2016					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
106-DSD070601-4207	Beach Redevelopment	Other Operating Expenses/ Promotional Contribution	776,951	132,445	15,000.00
			PURCHASE TOTAL ►		\$15,000.00

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 – BRAB Event Application, Event Series Overview, and Expense Report

Prepared by: Donald Morris, AICP, Beach CRA Manager

Executive Director: Lee R. Feldman, ICMA-CM