



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

#16-0787

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

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

DATE: July 12, 2016

TITLE: Motion Authorizing Funding for the Light Up Birch Holiday Display from the
Beach Business Improvement Assessment- \$120,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$120,000 over three years from the Beach Business Improvement Assessment to Light Up Birch Holiday Display by Friends of Birch State Park, Inc., as unanimously recommended by the Beach Business Improvement District Advisory Committee (BID Advisory Committee) at their June 13, 2016 meeting.

Background

Jim Ellis, President of Friends of Birch State Park, Inc., presented the Light Up Birch Holiday Display proposed event to the BID Advisory Committee on Monday, June 13, 2016. The proposed event will be a two-mile drive-through tour of various illuminated displays through Hugh Taylor Birch State Park taking place on November 17, 2016 to January 7, 2017.

The applicant requested financial support totaling \$300,000 over three years from the Beach Business Improvement Assessment (BID Assessment); however, given their plans to solicit sponsorship, grants and anticipated revenues from ticket sales; the BID Advisory Committee opted in a (6-0) vote to fund \$120,000 to be distributed over three years, with \$60,000 for the 1st year, \$40,000 in the 2nd year, and \$20,000 in the 3rd year. Funds from the BID Assessment would be used to offset infrastructure and display enhancement costs.

The Beach Business Improvement 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. Based on similar light shows in South Florida such as "Holiday Fantasy of Lights" at Tradewinds Park in Coconut Creek which in the past has had 150,000 visitors, the applicant anticipates upwards of 80,000 visitors to the park. Since Birch State Park is adjacent to the BID District, many of

these visitors will also visit the BID District to view the City's holiday lights and iconic display at the Las Olas Beach entrance, and will also visit our beach area businesses. This proposal is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID District.

Reimbursement of the funds will be contingent upon an executed event agreement with the City of Fort Lauderdale; in addition, the disbursement of the funds requires an invoice to document the purchase/service before a payment is made.

A BID event application and BID Advisory Committee minutes for June 13, 2016 further details the proposed activities and the anticipated economic impact are provided as Exhibit 1& 2.

Resource Impact

There will be no fiscal impact to the City in FY 2016. Future expenditures are contingent upon approval and appropriation of the annual budget. Future expenditures will be \$60,000 in FY 2017, \$40,000 in FY 2018, and \$20,000 in FY 2019.

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 and Light Up Birch Proposal

Exhibit 2 – BID Committee Minutes for June 13, 2016

Prepared by: Cija Omengebar, Economic Development Aide

Department Director: Donald Morris, AICP, Beach CRA Manager