



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

**#16-0799**

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

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

**DATE:** July 12, 2016

**TITLE:** Motion to Approve Beach Business Improvement District (BID) Funding to  
Entercom Communications, to Produce Riptide Music & Food Festival  
Event, in the Amounts of \$350,000 in the First Year, \$200,000 in Second  
Year, and \$150,000 in the Third Year, for a Total of \$700,000

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**Recommendation**

It is recommended that the City Commission approve a motion to provide funding to Entercom Communications, to produce Riptide Music & Food Festival event in the amounts of \$350,000 in the first year, and \$200,000 in second year, and \$150,000 in the third year as unanimously recommended in a (6-0) vote by the Beach Business Improvement District Committee (BID) at their April 11, 2016 meeting.

**Background**

Entercom Communications has approached the BID to sponsor Riptide Music & Food Festival event on Fort Lauderdale Beach to be held on December 3-4 2016. The proposed event will be a pop/alternative two-day music and food festival that includes Friday evening acoustic pre-parties at various Fort Lauderdale hotels and restaurants; and an A1A Village that will feature a carnival atmosphere for families showcasing new artists, fan zones by brand sponsors, and possibly celebrity chef demos.

The expected budget is approximately \$1,200,000 for the event production and talent fees costs. The applicant plans to market the proposed event in the fall by conducting nationwide promotions on-air utilizing its 125 stations in 27 markets, as well as online using its Smart Reach Platform for digital marketing. Applicant plans on using reimbursed funds to cover City of Fort Lauderdale public safety services and event production expenses including, but not limited to staging, lighting and sound.

In exchange for BID sponsorship, Entercom Communications has agreed to a \$2.00 service charge on each full fare ticket sold for the event, for the lifespan of the festival. The revenue from the service charge will go directly to the BID's operating budget to help recoup costs and be used for other BID activities and initiatives.

Approval of the funding complies with the purpose of the BID, as it provides for another major 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 hotel room nights, and restaurant and retail sales.

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

Reimbursement of the funds will be contingent upon an executed event agreement with the City of Fort Lauderdale. Invoices for reimbursement shall be submitted after event completion documenting the purchases/services before a payment is made.

### **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 \$350,000 in FY 2017, \$200,000 in FY 2018, and \$150,000 in FY 2019.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within 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 2035 Vision Plan: We Are Prosperous*.

### **Related CAM**

#16-0796

### **Attachment**

Exhibit 1 – BID Event Application and Anticipated Economic Impact

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Prepared by: Cija Omengabar, Economic Development Aide

Department Director: Donald Morris, AICP, Beach CRA Manager