



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-0045

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

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

DATE: January 18, 2017

TITLE: Motion to Approve Beach Improvement District (BID) Funding for Friday Night
Sound Waves Event Series 2017 in the Amount of \$150,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$150,000 for the Friday Night Sound Waves event series, as unanimously recommended by the Beach Business Improvement District Committee (BID) at their October 11, 2016 meeting.

Background

rAv Communications has requested \$150,000 in BID sponsorship for Friday Night Sound Waves, a live music event series that takes place each Friday night from 5:00 p.m. through 9:00 p.m. at the Las Olas Boulevard beach entrance for 36 weeks beginning Friday, March 10, 2017 to November 10, 2017.

The proposed activities include Friday live performances by local bands, with genres ranging from jazz, latin, country, top 40, indie, oldies, and classic rock. Other activities include a themed local community night, food or fashion, interactive performance artists, art classes and dance classes.

BID has opted to sponsor the Friday Night Sound Waves event series for a second year. The funding will be used to pay for entertainment, advertising, marketing, one-time hard costs, and managing the event. rAv Communications is pursuing various types of sponsorships including financial, in-kind, and media sponsored. The event application further details the funding opportunities and the anticipated economic impact (Exhibit 1).

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.

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. 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.

Resource Impact

There will be a resource impact to the City in the amount of \$150,000 associated with this action.

<i>Funds available as of January 5, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-3299	BEACH BUSINESS IMPROVEMENT DISTRICT	SERVICES & MATERIALS/ OTHER SERVICES	\$557,970.00	\$389,164.00	\$150,000.00
			TOTAL AMOUNT ►		\$150,000.00

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*.

Attachment

Exhibit 1 – BID Friday Night Sound Waves Application 2017

Prepared by: Cija Omengabar, CRA Project Coordinator

Department Director: Donald Morris, AICP, Beach CRA Manager