



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#17-0128

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

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

DATE: February 21, 2017

TITLE: Entertainment District Study – Hospitality Zone Assessment Report

On March 1, 2016 via CAM #16-0215, City Commission approved a \$75,000 contract to Responsible Hospitality Institute (RHI) for consultant services to study the City's special entertainment districts with the goal of developing a sustainable, lively, safe and attractive nightlife. RHI reviewed the City's existing districts and identified other emerging entertainment areas in the study. The study was a six-phased process designed to unite diverse stakeholders, gauge current policies and promote innovative approaches to improve the safety, vibrancy and sustainability of Fort Lauderdale's nighttime economy. The six phases were:

- Phase 1: Engagement – Establish the Foundation for Collaboration
- Phase 2: Orientation and Training of Participants
- Phase 3: Roundtables – Conducting the Assessment
- Phase 4: Summary Report – Finalize Implementation Plan
- Phase 5: Leadership Summit – Review the Summary Report and Establish a Sustainable Alliance
- Phase 6: Presentation of the Summary Report and Implementation Plan to the City Commission

Phase 1

Phase 1 included the formation of a transformation team composed of community and City leaders. The purpose of the transformation team was to help solidify a productive dialogue and partnership between community stakeholder groups made up of six core action teams: multi-use sidewalk, entertainment, public safety, venue safety, transportation, and quality of life.

Brainstorming sessions were held with the transformation team to familiarize them with the process and identify additional stakeholders and participants for the core action teams. Additional stakeholder selection was based on an individual's expertise and relevant experience to the aforementioned six core topics. The transformation team recommended a list of 158 prospective participants to invite and take part in this study. The prospective participants were invited to an orientation event, and three seminars

held in the War Memorial Auditorium. Approximately 50 percent attended the orientation and seminar sessions.

Phase 2

In Phase 2, participants were provided an orientation and a workbook that described their role in the study. Seminar participants identified a need to obtain additional feedback from residents near entertainment districts, millennials who frequent the establishments and stakeholders from emerging entertainment areas. An online survey was developed by RHI to allow for this additional input.

RHI has also conducted interviews with other individuals, local businesses and civic groups regarding the study to garner additional information. These groups include but are not limited to the following: Flagler Village Merchants Association, Las Olas Business Association, Himmarshee Association, Florida Restaurant and Lodging Association, and the Greater Fort Lauderdale Convention & Visitor Bureau.

Participants assessed the night life in the entertainment districts by late night visits to entertainment venues and noting their findings in preparation for the Phase 3 roundtable meetings.

Phase 3 and 4

Participants reconvened in their respective core action groups to discuss the findings of their late night visits to entertainment district venues. Data was compiled, challenges identified and strategies developed for the Phase 4 Summary Report.

Phase 5 and 6

In Phase 5, the summary report and an implementation plan were presented to the transformation team and emerging leaders. Phase 6 will be the presentation to the City Commission.

A Priority Actions Plan summary which includes an implementation timeline is provided as Exhibit 1. The Hospitality Zone Assessment Final Report is provided as Exhibit 2, and an article written by RHI entitled "*The Nighttime Economy*" and published in the ICMA Publication, Public Management, is provided as Exhibit 3.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 6: Be an inclusive community made up of distinct complementary, and diverse neighborhoods.
- Objective 1: Evolve and update the land development code to balance neighborhood quality, character, and livability through sustainable development.
- Initiative 1: Examine land-use and neighborhood development trends to recommend changes to the Unified Land Development Regulations (ULDR) for optimal neighborhood growth, including parking, landscaping, setbacks, change of use and reuse, etc.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plans: We Are Connected, We Are Community, and We Are Prosperous*.

Attachments

Exhibit 1 – The Fort Lauderdale Sociable Plan

Exhibit 2 – Hospitality Zone Assessment Final Report

Exhibit 3 – Article: The Nighttime Economy

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