



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#17-0165

2-21-17
CRA M-4
REVISED
CAM

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

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

DATE: February 21, 2017

TITLE: **REVISED M-4** Motion to Approve CRA Funding for the 2017 Fort Lauderdale Air Show in the Amount of \$50,000, and to ~~Approve~~ Ratify CRA Funding After The Fact for the 2016 Fort Lauderdale Air Show in the Amount of \$50,000.

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve funding to Lauderdale Air Show LLC to produce the 2017 Fort Lauderdale Air Show event in the reimbursed amount of \$50,000 as unanimously recommended by the Beach Redevelopment Board (BRB) at their January 23, 2017 meeting; and to ~~approve~~ ratify after the fact CRA funding for \$50,000 for the 2016 Lauderdale Air Show as was unanimously recommended by the BRB at their May 18, 2015 meeting.

Background

Lauderdale Air Show LLC has requested \$50,000 in CRA sponsorship for the 2017 Fort Lauderdale Air Show that will be visible from SE 17th Street to Oakland Park Blvd with the Show Center at Birch State Park. The proposed activities planned include aerial exhibition of both military and civilian aircraft, as well as parachute teams. The Show Center will showcase exhibits, simulators, displays and VIP viewing areas; and lastly, evening hospitality events at local venues for pilot meet-and-greets.

The cost to produce the event is \$750,000. Funds from the CRA would be used to supplement City support services outside the show site. The applicant has requested \$100,000 in funding from the Beach Business Improvement District (BID) Board which will also be used to offset City services. The applicant will also seek funding from sponsorship revenues, hospitality chalets, and premium viewing ticket sales. A CRA Grant Application further details the anticipated economic impact and is provided as Exhibit 1.

The 2016 Fort Lauderdale Air Show included the same activities as the upcoming show. Funding received from the CRA was used to offset the cost of off-duty police and City services.

On November 17, 2015, the City Commission approved a three-year contract with Lauderdale Air Show, LLC. In the CAM (CAM #15-1111), City staff indicated that the BRB recommended approval of \$50,000 and the BID recommended approval of \$100,000 for the Air Show. However, neither recommendation was reviewed or approved by the City Commission or the CRA Board of Commissioners.

Both events are 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 local residents.

Resource Impact

There will be a resource impact in the amount of \$50,000 associated with this action in FY 17. There was a resource impact in the amount of \$50,000 in FY 16.

<i>Funds available as of January 31, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA070605-4207	Beach Redevelopment	Promotional Contributions/ Other Operating Expenses	\$1,311,311	\$942,398	\$50,000
TOTAL AMOUNT ►					\$50,000

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

#17-0016

Attachment

Exhibit 1 – CRA Funding Application

Prepared by: Cija Omengebar, FRA-RP, CRA Project Coordinator

Department Director: Donald Morris, AICP, Beach CRA Manager

02/21/2017

CAM #17-0165