



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-0016

2-21-17
CM-3
REVISED
CAM

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

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

DATE: February 21, 2017

TITLE: **REVISED CM-3** Motion to Approve Beach Business Improvement District (BID) Funding for the 2017 Fort Lauderdale Airshow in the Amount of \$100,000, and to ~~Approve~~ Ratify BID Funding After the Fact for the 2016 Fort Lauderdale Air Show in the Amount of \$100,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding to Lauderdale Air Show LLC to produce the 2017 Fort Lauderdale Air Show event in the reimbursed amount of \$100,000 as unanimously recommended by the BID at their October 11, 2016 meeting, and to ~~approve~~ ratify after the fact BID funding for \$100,000 for the 2016 Lauderdale Airshow as was unanimously recommended by the BID at their May 11, 2015 and July 13, 2015 meetings.

Background

Lauderdale Air Show LLC has requested \$100,000 in BID 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 BID would be used to supplement City support services outside the show site. The applicant has requested \$50,000 in funding from the Community Redevelopment Agency (CRA) 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 BID Event Application and PowerPoint presentation further details the anticipated economic impact and are provided as Exhibit 1.

The 2016 Fort Lauderdale Airshow included the same activities as the upcoming show. Funding received from the BID 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 BID recommended approval of \$100,000 and the Beach Redevelopment Board (BRB) recommended approval of \$50,000 for the Airshow. However, neither recommendation was reviewed or approved by the City Commission or the CRA Board of Commissioners.

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 in the amount of \$100,000 associated with this action.

<i>Funds available as of January 18, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Services & Materials/ Promotional Contributions	\$715,632	\$166,724	\$100,000
TOTAL AMOUNT ►					\$100,000

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

#17-0165

Attachment

Exhibit 1 – BID Funding Application

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

Department Director: Donald Morris, AICP, Beach CRA Manager