



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

**#17-0412**

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

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

**DATE:** May 2, 2017

**TITLE:** Motion to Approve Beach Business Improvement District (BID) Funding for  
the XOXO: Love & Art on Fort Lauderdale Beach in the Amount of  
\$20,000

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**Recommendation**

It is recommended that the City Commission approve a motion to provide funding in the amount of \$20,000 for the 2017 Love & Art on Fort Lauderdale Beach Event Series by Young At Art of Broward, Inc., as unanimously approved by the Beach Business Improvement District Committee (BID) at their regular meeting on March 13, 2017.

**Background**

Young At Art of Broward, Inc. has requested \$20,000 in BID sponsorship for the XOXO: Love & Art on Fort Lauderdale Beach event series to commemorate its 50<sup>th</sup> anniversary of Summer of Love of music and cultural expression. There are a total of 6 events spread out between June and September at various locations including BID member hotel restaurants, the Fort Lauderdale Beach Park and the Las Olas Boulevard entrance to the beach, also known as the Hub. The BID funding application provides a detailed description of the event series in Exhibit 1 and Exhibit 2.

The cost to produce the event is \$93,500. Funds from the BID would be used to supplement total cost of planning and executing the events which include staffing, beach permits, art supplies, marketing collateral material, as well as public relations efforts utilizing print and online advertising, and social media. The applicant has secured \$43,500 and \$10,000 in funding from the Broward Cultural Division and Funding Arts Broward, respectively. While the BID approved funding of \$20,000 of the total request amount of \$40,000, the applicant will seek additional funding from corporate sponsorship to satisfy the remaining \$20,000.

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**

Funds for the XOXO: Love & Art are available in Fiscal Year 2017.

<b><i>Funds available as of April 17, 2017</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>PURCHASE AMOUNT</b>
135-MGR143502-4207	Beach Business Improvement District	Services & Materials/ Other Operating Expenses	\$715,632	\$152,050	\$20,000
<b>PURCHASE TOTAL ►</b>					<b>\$20,000</b>

### **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 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*.

### **Attachments**

Exhibit 1 – Beach Improvement District (BID) Grant Application

Exhibit 2 – PowerPoint Love & Art on Fort Lauderdale Beach

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

Department Director: Donald Morris, AICP, Central Beach CRA Manager