



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

**#17-1424**

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

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

**DATE:** December 19, 2017

**TITLE:** Motion to Approve Beach Business Improvement District (BID) Funding for the Food Network & Cooking Channel South Beach Wine & Food Festival 2018 Event Series "Crave Fort Lauderdale" in the Amount of \$85,000 and the Agreement related thereto

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**Recommendation**

It is recommended that the City Commission approve a motion to provide Beach Business Improvement District (BID) recommended funding in the amount of \$85,000 to Florida International University Board of Trustees' Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF) 2018 event series titled "Crave Fort Lauderdale" and the Agreement related thereto.

**Background**

Florida International University Board of Trustees' Food Network & Cooking Channel South Beach Wine & Food Festival is returning for a second year to Fort Lauderdale with event series titled "Crave Fort Lauderdale." The applicant requested \$125,000 in BID Sponsorship toward the event series and received BID recommended support for \$85,000.

Crave Fort Lauderdale will be a series of seven events showcasing food and drinks with television personalities such as Emeril Lagasse, Andrew Zimmern and Kristin Cavallari. These events take place on February 21-25, 2018 at various central beach locations: Conrad Fort Lauderdale, the W Fort Lauderdale, and Ritz-Carlton Fort Lauderdale. The BID Funding Application provides a detailed description of the events in Exhibit 1.

The estimated total cost of the event series is \$600,000. Funds from the BID will be used to support infrastructure and enhancement costs that include tenting venues, decorations and entertainment.

The applicant has secured \$200,000 in funding from the Greater Fort Lauderdale Convention & Visitors Bureau and will also seek funding via sponsorship dollars from the wine, spirits, food and luxury brands that may be promoting their brands at these events.

The BID members voted 5 in favor, with 2 abstaining at their regular meeting held on November 13, 2017.

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 SOBEWFF event series "Crave Fort Lauderdale" in the amount of \$85,000 are available in Fiscal Year 2018.

Funds available as of December 7, 2017					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Other operating expenditures/ Promotional Contributions	\$522,009	\$419,674	\$85,000
PURCHASE TOTAL ►					\$85,000

### **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 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 – BID Funding Application – SOBEWFF 2018

Exhibit 2 – FY 2017-2018 Not for Profit Grant Participation Agreement

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Department Director: Donald Morris, AICP, Beach CRA Manager