



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-1425

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

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

DATE: January 3, 2018

TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for
the Fort Lauderdale A1A Marathon & Half Marathon in the Amount of
\$20,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$20,000 for the Exclusive Sports Marketing, Inc. of Florida, as unanimously approved by the Beach Business Improvement District Committee (BID) at their regular meeting on November 13, 2017.

Background

Exclusive Sports Marketing, Inc. of Florida requested \$35,000 in BID sponsorship for the Fort Lauderdale A1A Marathon & Half Marathon Event, but the BID reduced this amount and recommended \$20,000. The event will be located at the Fort Lauderdale Beach on Sunday, February 18, 2018 from 6 a.m. to 2 p.m. The proposed activities planned include a marathon, and a half marathon and the use of South Beach Park lot as the finish line area and post-race celebration. The BID Funding Application provides a detailed description of the event and the economic impact in Exhibit 1.

The cost to produce the event is \$350,000. Funds from the BID would be used for marketing the event to out-of-town markets to drive destination participants. Other revenue sources include \$400,000 from ticket sales, \$215,000 from corporate sponsorship, and \$10,000 from Broward County. The applicant plans on marketing the event using digital and social media tools such as Facebook and Instagram.

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 Fort Lauderdale A1A Marathon & Half Marathon in the amount of \$20,000 are available in Fiscal Year 2018.

<i>Funds available as of December 7,2017</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	Other Operating Expenditures/ Promotional Contributions	\$522,009	\$419,674	\$20,000.00
TOTAL AMOUNT ►					\$20,000.00

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*.

Attachment

Exhibit 1 – BID Funding Application – Fort Lauderdale A1A Marathon & Half Marathon
Exhibit 2 – Grant Participation Agreement

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

Department Director: Donald Morris, AICP, Beach CRA Manager

Department Director: Lee R. Feldman, ICMA-CM, City Manager