



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

**#17-1540**

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**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 Pride Fort Lauderdale in the Amount of \$30,000

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**Recommendation**

It is recommended that the City Commission approve a motion to provide funding in the amount of \$30,000 for the Pride Fort Lauderdale by Greater Fort Lauderdale Pride, Inc., as unanimously approved by the Beach Business Improvement District Committee (BID) at its regular meeting on December 11, 2017.

**Background**

Greater Fort Lauderdale Pride, Inc. requested \$30,000 in BID sponsorship for the Pride Fort Lauderdale Event that will be located at the Fort Lauderdale Beach Park on February 11, 2018. The proposed activities planned include live entertainment and various stage areas ranging from Live DJ, music acts, and drag queen performances to staging sections showcasing a LGBTQ history area, family area, sober area and a sports area. The BID Funding Application provides a detailed description of the event in Exhibit 1.

The cost to produce the event is \$694,500. Funds from the BID would be used to supplement costs of entrainment, stage and sound. The applicant will seek additional funding from the Greater Fort Lauderdale Convention & Visitors Bureau and from local and national corporations. Other revenue sources include proceeds from sales at vendor booths and concession stands during the event.

Reimbursement of the funds will be contingent upon an executed not for profit grant participation agreement with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchases and services before any payments are made.

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 Fiscal Year 2018 impact to the City in the amount of \$30,000 for Pride Fort Lauderdale contingent upon a January 3, 2018 Budget Amendment.

<b><i>Funds available as of December 18, 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>AMOUNT</b>
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenditures/ Promotional Contributions	\$816,922	\$714,587	\$30,000
<b>TOTAL AMOUNT ►</b>					\$30,000

### **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*.

### **Related CAM**

17-1136

### **Attachments**

Exhibit 1 – BID Funding Application – Pride Fort Lauderdale 2018

Exhibit 2 – Not For Profit Grant Participation Agreement

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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