



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**CRA BOARD MEETING**

**#18-0136**

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**TO:** CRA Chairman & Board of Commissioners  
Fort Lauderdale Community Redevelopment Agency

**FROM:** Lee R. Feldman, ICMA-CM, Executive Director

**DATE:** February 20, 2018

**TITLE:** Motion to Approve Funding for the 2018 Fort Lauderdale Air Show in the Amount of \$50,000

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**Recommendation**

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve funding to Lauderdale Air Show LLC to produce the 2018 Fort Lauderdale Air Show event in the reimbursed amount of \$50,000 as unanimously recommended by the Beach Redevelopment Board (BRB) at its January 22, 2018 meeting.

**Background**

Lauderdale Air Show LLC has requested \$50,000 in CRA sponsorship for the 2018 Fort Lauderdale Air Show that will be visible from SE 17<sup>th</sup> 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, very important person (VIP) viewing areas; and lastly, evening hospitality events at local venues for pilot meet-and-greets.

The cost to produce the event is in excess of \$1.1 million. Funds from the CRA will be used to supplement City support services outside the show site. On November 22, 2017 the City Commission approved \$100,000 in funding from the Beach Business Improvement District (BID) to offset the cost of City services. The applicant will also seek funding from sponsorship revenues, hospitality chalets, and premium viewing ticket sales. A CRA grant application that further details the event and the anticipated economic impact is provided as Exhibit 1.

The proposed event is in compliance with the Beach Community Redevelopment Plan (Plan) as it will meet the goal of fostering family activity and recreation in the central beach area, as well as providing an opportunity to expand tourist-related activities on the beach. Sponsorship of family-friendly events has been identified in the Plan as a secondary method to implement the Redevelopment Goals and Objectives.

### **Resource Impact**

There will be a resource impact in the amount of \$50,000 associated with this action.

<b><i>Funds available as of February 2, 2018</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>
106-CRA070605-4207	Beach Redevelopment	Promotional Contributions/ Other Operating Expenses	\$1,366,458	\$807,536	\$50,000
<b>TOTAL AMOUNT ►</b>					<b>\$50,000</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 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*.

### **Attachments**

Exhibit 1 – CRA Funding Application

Exhibit 2 – CRA Agreement with Lauderdale Air Show

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Department Director: Donald Morris, AICP, Beach CRA Manager