



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#18-0201

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

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

DATE: March 6, 2018

TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for
Friday Night Sound Waves Event Series 2018 in the Amount of \$150,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$150,000 for the Friday Night Sound Waves Event series, as unanimously recommended by the Beach Business Improvement District (BID) Committee at their February 12, 2018 meeting.

Background

A&R Enterprises of So FL. Inc. d/b/a rAv Communications has requested \$150,000 in BID sponsorship for Friday Night Sound Waves, a live music event series that takes place each Friday night from 5:00 through 9:00 p.m. at the Las Olas Boulevard Beach entrance ("the Hub") for 36 weeks beginning Friday, March 16, 2018 to November 2, 2018.

The proposed activities include Friday live performances by local bands with genres ranging from Jazz, Latin, Country, Top 40, Indie, Oldies, and Classic Rock. Other activities include a themed local community night, food or fashion, interactive performance artists, art classes and dance classes.

This is the third year that the BID has opted to sponsor the Friday Night Sound Waves event series. The funding will be used to pay for entertainment, advertising, marketing, one-time hard costs, and managing the event. rAv Communications is pursuing various types of sponsorships including financial, in-kind, and media sponsorship. A BID event application further details the funding opportunities and the anticipated economic impact is provided as Exhibit 1.

Approval of the funding complies with the purpose of the BID, as it provides for another quality event that will enhance the brand of the beach as a world-class destination for both neighbors and tourists. It will also have a positive economic impact on BID-member properties by increasing restaurant and retail sales.

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 Friday Night Sound Waves Event Series 2018 in the amount of \$150,000 are available in Fiscal Year 2018.

<i>Funds available as of February 15, 2018</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	\$1,216,922	\$778,420	\$150,000
TOTAL AMOUNT ►					\$150,000

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 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 – BID Application - Friday Night Sound Waves Application 2018

Exhibit 2 – Grant Participation Agreement

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Department Director: Donald Morris, AICP, Beach CRA Manager