



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#18-0343

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

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

DATE: April 3, 2018

TITLE: Motion to Approve Amended Agreement for the 2018 Fort Lauderdale Air Show

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve the amended agreement allowing Lauderdale Air Show LLC to produce the 2018 Fort Lauderdale Air Show event in the reimbursed amount of \$50,000, as previously approved at the February 20, 2018 Community Redevelopment Agency Board Meeting. This item is being brought back to the CRA Board for reconsideration because of two minor amendments to the agreement.

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 17th 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.

In consultation with the City Auditor, the following amendments were made:

- I. Scope of Services
 - C. Use of Funds – the last paragraph was deleted.
- III. “Budget” was replaced with “Reporting”.

Also in Section III, the original language was changed from requiring an audited financial statement from within ninety (90) days of the close of the Organization's fiscal year, to providing an audited summary profit and loss (income and expense) statement within ninety (90) days of the ending of the Fort Lauderdale Air Show, in accordance with generally accepted accounting principles.

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

Funds for this purchase/agreement are available in the FY 2018 Budget in the account listed below:

<i>Funds available as of March 22, 2018</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA070605-4207	Beach Redevelopment	Other Operating Expenses/ Promotional Contributions	\$1,366,458	\$803,858	\$50,000
TOTAL AMOUNT ►					\$50,000

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 – CRA Funding Application

Exhibit 2 – CRA Agreement with Lauderdale Air Show

Exhibit 3 – Redlined CRA Agreement with Lauderdale Air Show

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