



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#18-1115

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

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

DATE: November 6, 2018

TITLE: Motion to Approve Beach Business Improvement District (BID) Funding for
the Pride Fort Lauderdale Event in the Amount of \$40,000

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$40,000 for the Pride Fort Lauderdale Event by Greater Fort Lauderdale Pride, Inc., as unanimously approved by the Beach Business Improvement District Committee (BID) at its regular meeting on August 13, 2018.

Background

Greater Fort Lauderdale Pride, Inc. requested \$40,000 in BID sponsorship for the Pride Fort Lauderdale Event that will be located at the Fort Lauderdale Beach Park from February 22 to 24, 2019. The proposed activities for the three day weekend event include a fashion show on Friday, a parade and beach party on Saturday, and a music act and firework display to close out Sunday. The BID funding application provides a detailed description of the event in Exhibit 1.

The cost to produce the event is \$461,300. Funds from the BID would be used to supplement costs of entertainment, 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 concessions 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 a payment is made.

Greater Fort Lauderdale Pride, Inc. has secured marketing and advertising opportunities totaling \$210,000 including in-kind print, radio and television coverage for the event. Media partners include iHeart Media, NBC 6, Hot Spots/Mark's list, South Florida Gay News and OutClick Media. Additional marketing will be done online via social media channels targeting locals and key markets in New York, Boston, Baltimore, Atlanta,

Philadelphia, Charlotte and Pittsburgh.

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 2019 impact to the City in the amount of \$40,000 for Pride Fort Lauderdale.

Funds available as of October 26, 2018					
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	\$1,300,762	\$950,762	\$40,000
TOTAL AMOUNT ►					\$40,000

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*.

Attachments

Exhibit 1 – BID Funding Application – Pride Fort Lauderdale 2018

Exhibit 2 – Not For Profit Grant Participation Agreement

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

Department Director: Donald Morris, AICP, Beach CRA