



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

**#18-1116**

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**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 2019 Swatch Beach Volleyball Majors Series Event in the Amount of  
\$100,000

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**Recommendation**

It is recommended that the City Commission approve a motion to provide funding in the amount of \$100,000 for the 2019 Beach Volleyball Major Series Event in Fort Lauderdale (officially referred to as Fort Lauderdale Beach Major 2019), presented by Beach Majors USA, LLC, as unanimously approved by the Beach Business Improvement District Committee (BID) at their regular meeting on August 13, 2018.

**Background**

Beach Majors USA, LLC has requested \$100,000 in BID sponsorship for the Fort Lauderdale Beach Major 2019 Event. The Fort Lauderdale location will be the opening event of the Beach Volleyball Major Series season held in multiple locations around the world. The BID funding application together with a detailed description of the event is provided in Exhibit 1.

The Fort Lauderdale Beach Major 2019 event series costs a total \$6.5 million and is scheduled for February 5 to February 10, 2019. Funds from the BID will be used for City services including parking lot rental fees, police services, fire rescue services, security services and marketing for the event. The applicant will seek additional funding from other sources, such as Greater Fort Lauderdale Convention & Visitors Bureau, corporate sponsorships, and from premium tickets sales and concession sales.

Reimbursement of the BID funds will be contingent upon a 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.

Beach Majors USA, LLC is heavily promoting the event at local, national and worldwide level through a digital marketing campaign, local partnership and television coverage. Digital marketing includes a dedicated Beach Volleyball Major Series website and social

media platforms such as Facebook, Twitter and Instagram, all using the official hashtag ‘#BeachMajorSeries’ to enhance location visibility. Locally, the company is working with the Sun-Sentinel, Travelhost Magazine, Red Bull Media Group, and local corporate sponsorship to advertise the event. Nationwide it will be aired live on ABC, including delayed or highlights on ESPN. At the international level, the event will be broadcasted to over 50 countries in Europe, the Middle East, and Latin America.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvement services as well as 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 the 2019 Beach Volleyball Major Series event in the amount of \$100,000 are available in Fiscal Year 2019.

Funds available as of October 24, 2018					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
135-MGR143502-4207	Beach Business Improvement District	OTHER OPERATING EXPENDITURES/ PROMOTIONAL CONTRIBUTIONS	\$1,300,762	\$950,762	\$100,000
PURCHASE TOTAL ►					\$100,000

### **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 2019

Exhibit 2 – Not for Profit Grant Participation Agreement

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11/06/2018

CAM #18-1116