



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

**#18-1117**

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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 to  
Florida International University Board of Trustees the Food Network &  
Cooking Channel South Beach Wine & Food Festival 2019 Event Series  
"Crave Fort Lauderdale" in the Amount of \$75,000

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**Recommendation**

It is recommended that the City Commission approve a motion to provide Beach Business Improvement District (BID) recommended funding in the amount of \$75,000 to Florida International University Board of Trustees Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF) 2019 event series titled "Crave Fort Lauderdale."

**Background**

Florida International University Board of Trustees Food Network & Cooking Channel South Beach Wine & Food Festival is returning for a third year to Fort Lauderdale with event series titled "Crave Fort Lauderdale." At a Beach Business Improvement District advisory committee meeting regular meeting on August 13, 2018, the applicant requested \$85,000 in BID sponsorship toward the event series and received BID recommended support for \$75,000; the motion passed (5-0) with one BID member abstaining.

Crave Fort Lauderdale will be a series of six events showcasing food and drinks with notable chefs and culinary personalities. These events will take place from February 20 through February 24, 2019 at various Central Beach locations: Conrad Fort Lauderdale, the Ritz-Carlton Fort Lauderdale, and the Gale Fort Lauderdale. The BID funding application provides a detailed description of the events in Exhibit 1.

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.

The estimated total cost of the event series is \$350,000. Funds from the BID will be used to support costs associated with producing and marketing the events, as well as infrastructure and enhancement costs that include tenting venues, decorations and entertainment. The applicant will seek additional funding via sponsorship dollars from the wine, spirits, food and luxury brands that may be promoting their brands at these events.

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 SOBWWFF event series "Crave Fort Lauderdale" in the amount of \$75,000 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	\$75,000
PURCHASE TOTAL ►					\$75,000

### **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 – SOBWWFF 2019 BID Funding Application

Exhibit 2 – Not for Profit Grant Participation Agreement

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

Department Director: Donald Morris, AICP, Beach CRA