



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#18-1320

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

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

DATE: December 18, 2018

TITLE: Motion to Approve a Five-Year Agreement with Lauderdale Air Show, LLC
for the 2019 Fort Lauderdale Air Show and Approve Sponsorship with Fort
Lauderdale Executive Airport

Recommendation

It is recommended that the City Commission approve a five-year event agreement and sponsorship, in substantially the form attached, with Lauderdale Air Show, LLC, to be held May 4-5, 2019, authorize execution of the agreement by the City Manager and authorize the City Manager to approve and append the exhibits as referenced in the Agreement, for each term, upon completion.

Background

The Lauderdale Air Show was once one of the largest beachfront aviation events in the world and featured the nation's top military and civilian performers. Lauderdale Air Show, LLC (FLAS) has been promoting the air show since 2012. The Air Show is a community-based event with the goal of promoting aviation and to demonstrate support for our military through aircraft exhibits, attractions, community engagement, and aerial demonstrations.

The staff will work with FLAS to conduct an air show, including aircraft flight demonstrations and entertainment on Fort Lauderdale beach.

The staff will work closely with the event organizer regarding event topics such as logistics, maintenance, and security. The Police Department recommends approval of the closing of the City streets where appropriate and event parking will be satisfactorily arranged. When applicable, amplified music will be discussed and the event organizer has been advised of the noise ordinance and possible concerns.

The event organizer is requesting \$200,000 from the Fort Lauderdale Executive Airport to offset the cost of the 2019 Air Show. Under the attached Agreement, the Fort Lauderdale Executive Airport (FXE) will be branded as the "Official Airport" of the Fort Lauderdale Air Show. In addition to FXE branding placement and on-site exhibit space, FXE shall receive the following promotional rights and opportunities:

1. FXE in all advertising and printed promotional materials
2. FLAS will base all civilian performers for the Event at FXE
3. FLAS will host a community-based media day at FXE with air show performers
4. FLAS will make every effort to host an evening social event with the pilots at FXE

FLAS will host a “Fly In” page on the Event website providing information for private aircraft owners and operators to be able to fly in for the Event or the social event at FXE.

The event organizer has also requested \$100,000 from the Beach Improvement District (BID). This agreement will come before the Commission at a future date.

Resource Impact

There will be an annual fiscal impact in the amount of \$200,000 for an amount totaling \$1,000,000 for the period FY2019 – FY2024.

Funds available as of December 13, 2018					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
468-TAM070101-4207	Executive Airport	Other Operating Expenses/Promotional Contributions	\$2,943,664	\$2,589,691	\$200,000
APPROPRIATION TOTAL ►					\$200,000

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

Attachment:

Exhibit 1 - 2019 Fort Lauderdale Air Show Application
 Exhibit 1a – 2019 Fort Lauderdale Air Show Agreement
 Exhibit 2 – April Special Event Calendar
 Exhibit 3 - May Special Event Calendar

Prepared by: Barbara Smith, City Manager’s Office

Department Director: Lee Feldman, City Manager