



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

#19-0177

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 19, 2019

TITLE: Motion to Approve Beach Business Improvement District Funding for
Friday Night Sound Waves Event Series 2019 - \$85,900

Recommendation

It is recommended that the City Commission approve a motion to provide funding in the amount of \$85,900 for the Friday Night Sound Waves Event series, as unanimously recommended by the Beach Business Improvement District ("BID") Committee at their January 25, 2019 special meeting.

Background

A&R Enterprises of So FL. Inc. d/b/a rAv Communications has requested \$85,900 in BID sponsorship for Friday Night Sound Waves, a live music event series that takes place each Friday night from 5:00 through 9:00 p.m. at the Las Olas Boulevard Beach entrance (The Hub) for 16 weeks every Friday, beginning March 15, 2019 through June 28, 2019.

The proposed activities include Friday live performances by local bands, with genres including Jazz, Latin, Country, Top 40, Indie, Oldies, and Classic Rock.

This is the fourth year that the BID has sponsored the event series. The funding will be used to pay for entertainment, advertising, marketing, supplies and managing the event. rAv Communications is pursuing in-kind support for storage space, live media broadcasts and advertising distribution sponsorships from Its Better on the Beach (IBOTB) Restaurant Group, the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB), and Free Ride. A BID event application further details the funding opportunities and the anticipated economic impact is provided as Exhibit 1.

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 C-06-34, Section 1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BID.

Resource Impact

There will be a fiscal impact to the City in the amount of \$85,900 for the Friday Night Sound Waves Event Series.

Funds available as of February 1, 2019					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Business Improvement District	Promotional Contributions/Other Operating Expenses	\$1,300,762	\$944,316	\$85,900
TOTAL AMOUNT ►					\$85,900

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 – BID Application - Friday Night Sound Waves Application 2019

Exhibit 2 – Grant Participation Agreement

Prepared by: Cija Omengebar, FRA-RP, Community Redevelopment Agency

Department Director: Donald Morris, AICP, Community Redevelopment Agency