



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

**#19-0089**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** March 5, 2019

**TITLE:** Motion to Approve Beach Business Improvement District (BID) Funding for  
the 2019 Fort Lauderdale Air Show 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 to Lauderdale Air Show, LLC, to produce the 2019 Fort Lauderdale Air Show event, as unanimously recommended by the Beach Business Improvement District ("BID") at their November 26, 2018 meeting.

**Background**

Lauderdale Air Show, LLC has requested \$100,000 in BID sponsorship for the 2019 Fort Lauderdale Air Show being held on May 4-5, 2019. This event will be visible free of charge from spectators from Southeast 17<sup>th</sup> Street to Oakland Park Boulevard, with the Show Center at Birch State Park. The event site for premium viewing tickets will be located from the intersection of Sunrise Boulevard and State Road A1A to Northeast 15<sup>th</sup> Court.

The proposed activities include aerial exhibition of both military and civilian aircraft, as well as parachute teams. The Show Center will showcase exhibits, simulators, displays and VIP viewing areas; and lastly, evening hospitality events at local venues for pilot meet-and-greets.

The cost to produce the event is \$750,000. Funds from the BID would be used to supplement City support services outside the show site. The BID Grant Application and presentation, further details the anticipated economic impact, are 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 Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID.

### **Resource Impact**

There will be a fiscal impact in the amount of \$100,000 associated with this action.

<i>Funds available as of February 14, 2019</i>					
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 Expenses/ Promotional Contributions	\$1,300,762	\$943,076	\$100,000
<b>TOTAL AMOUNT ►</b>					\$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 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*.

### **Attachment(s)**

Exhibit 1 – BID Grant Application 2019

Exhibit 2 – Grant Participation Agreement

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Department Director: Donald Morris, AICP, Beach CRA Manager