



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

#19-1166

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: December 17, 2019

TITLE: Motion Approving FY 2020 Beach Business Improvement District (BID)
Grant Participation Agreement with Greater Fort Lauderdale Pride, Inc.-
\$75,000 - **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve the FY 2020 BID Grant Participation Agreement with Greater Fort Lauderdale Pride, Inc. in the amount of \$75,000.

Background

Greater Fort Lauderdale Pride Inc. d/b/a Pride Fort Lauderdale requested \$125,000 BID grant for Pride of the Americas 2020. The BID Advisory Committee recommended an award of \$75,000 at its July 8, 2019 meeting (Exhibit 2). The event will be held on Fort Lauderdale Beach from Tuesday, April 21, 2020 through Sunday, April 25, 2020. Activities include events that are intended to engage, educate and entertain. The BID Grant Application provides a detailed description of the event (Exhibit 1).

The cost to produce Pride of the Americas 2020 is approximately \$1,915,000. This will be the fourth time the applicant has sought grant funding from the BID for the event which has grown from a two-day event in 2016 to a six-day event in 2020. The reimbursement funds would be used to supplement costs associated with rental of the stage and festival infrastructure, as well as sound and production expenses. The applicant will seek additional funding from the Greater Fort Lauderdale Convention & Visitors Bureau, the Broward Cultural Division and from corporate sponsorship. Other revenue sources include proceeds from sales at vendor booths and concessions during the event.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement.

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 in the amount of \$75,000 are available in Fiscal Year 2020 in the account listed below.

<i>Funds available as of November 21, 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	Services & Materials/ Promotional Contributions	\$514,327	\$326,624	\$75,000
TOTAL AMOUNT ►					\$75,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale Strategic Plan 2024*, specifically advancing:

- The Public Places focus areas
- Goal 3: Build a healthy and engaging community.
- Objective: Offer a diverse range of recreational and educational programming.

- Business Development focus area
- Goal 5: Build an attractive global and local economic community marketplace.
- Objective: Nurture and Support existing local businesses.

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

Attachments

Exhibit 1 – BID Grant Application – Pride of the Americas 2020
Exhibit 2 – 07.08.19 BID Regular Meeting - Approved Minutes
Exhibit 3 – Grant Participation Agreement

Prepared by: Cija Omengebar, FRA-RP, CRA Planner

Department Director: Donald Morris, AICP, CRA Manager