



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

#19-1202

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: December 17, 2019

TITLE: Motion Approving FY2020 Beach Business Improvement District (BID)
Grant Agreement with Lauderdale Air Show, LLC.- \$75,000 -
(Commission District 2)

Recommendation

It is recommended that the City Commission approve the FY 2020 BID Grant Participation Agreement with Lauderdale Air Show, LLC in the amount of \$75,000.

Background

At the Beach Business Improvement District Advisory Committee (BID) regular meeting held on November 7, 2019, Lauderdale Air Show, LLC requested \$100,000 in BID sponsorship for the Fort Lauderdale Air Show and received BID recommended support for \$75,000.

The Fort Lauderdale Air Show event will be held on May 2-3, 2020 and will be visible on Fort Lauderdale Beach from Fort Lauderdale Beach Park to Oakland Park Boulevard. The event site for premium ticket holders is located at the intersection of Sunrise Boulevard and A1A to NE 15th Court.

The proposed activities include aerial exhibition of both military and civilian aircraft featuring the U.S. Airforce Thunderbirds on Saturday and Sunday. Additional activities include exhibits, simulators, and displays at the event site for premium holders; as well as evening hospitality events at local venues for pilot meet-and-greets.

The estimated cost to produce the event is \$863,000. Funds from the BID will be used to supplement City support services costs outside the event site. The applicant is seeking other revenue sources from sponsorships, premium ticket sales, concession commission, and \$125,000 from the Greater Fort Lauderdale Convention & Visitor Bureau (CVB). The BID Grant Application detailing the economic impact and presentation 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 C-06-34, Section 1.04(A)(2), Fort Lauderdale Code of Ordinances, by increasing the number of visitors to the BID.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made (Exhibit 3).

Resource Impact

There will be a fiscal impact to the City in the amount of \$75,000.

<i>Funds available as of December 6, 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	\$514,327	\$286,732	\$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 – Fort Lauderdale Air Show

Exhibit 2 – 11.07.19 BID Special Meeting - Draft Minutes

Exhibit 3 – Grant Participation Agreement