



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

#20-0075

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 21, 2020

TITLE: Motion Approving FY2020 Beach Business Improvement District (BID)
Grant Agreement with A&R Enterprises of So. FL for the Super Bowl
Weekend Event- \$74,960 - **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve the FY 2020 BID Grant Participation Agreement with A&R Enterprises of So. FL for the Super Bowl Weekend Event in the amount of \$74,960.

Background

At the Beach Business Improvement District Advisory Committee (BID) special meeting on January 3, 2020, A&R Enterprises of So FL. Inc. d/b/a rAv Communications requested \$74,960 in BID sponsorship for the Super Bowl Weekend Event. The BID recommended (6-1) to approve.

The Super Bowl Weekend Event proposed for Las Olas Oceanside Park is free to the public and is sanctioned by the Super Bowl LIV Host Committee as one of three official events in all of Broward County. The celebration is an extension of Friday Night Sound Waves and consists of two themed events, a Friday Night Prep Rally on January 31, 2020 between 4 p.m. and 10 p.m.; and a Super Saturday Family Day on February 1, 2020 between 9 a.m. and 4 p.m. A BID event application further details the programming schedule and the anticipated economic impact is provided as Exhibit 1.

The estimated cost to produce the event is \$94,410. Funds from the BID will be used to pay for city services, staffing, festival street enclosure, concert production services, insurance, photo and video, onsite signage, and additional enhancement activities.

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 with the City. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made (Exhibit 2).

Resource Impact

There will be a fiscal impact to the City in the amount of \$74,960 for the Super Bowl Weekend Event.

<i>Funds available as of January 7, 2020</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	\$362,855	\$74,960
TOTAL AMOUNT ►					\$74,960

Strategic Connections

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

- The Public Places focus area
- 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 – Super Bowl Weekend Event

Exhibit 2 – Grant Participation Agreement

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

Department Director: Donald Morris, AICP, Community Redevelopment Agency