



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING**

#20-0126

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: February 4, 2020

TITLE: Motion Approving FY2020 Central City CRA Grant Agreement with Central City Alliance Inc. - \$ 20,000 - **(Commission District 2)**

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Directors approve the FY 2020 Central City CRA Grant Participation Agreement with Central City Alliance Inc., for the 13th Street Craft Beer and Wine Festival and Car Show in the amount of \$20,000.

Background

At the Central City CRA Advisory Board (CCRAB) meeting on January 15, 2020, Central City Alliance Inc., requested \$20,000 in CRA grant funding for the 13th Street Craft Beer and Wine Festival and Car Show. The CCRAB unanimously recommended approval of the total amount requested.

The 13th Street Craft Beer and Wine Festival and Car Show event is free to the public and will be located on NE 13th Street from NE 5th Terrace to NE 8th Avenue on Saturday, March 7, 2020 from 4:00 p.m. to 8:00 p.m. The proposed activities include live entertainment, stage demonstrations, a children's play area and activities, beer and wine sampling, artisan market, classic car show and vendor and information booths. The attached Central City Area Event Funding Application (provided as Exhibit 1), further details the programming schedule and anticipated economic impact of the event.

The estimated cost to produce the event is \$30,000. Funds from the CCRAB will be used to pay for cost associated with producing, marketing and promoting the festival, including infrastructure, permitting, entertainment enhancement and outdoor signage.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the CRA (provided as Exhibit 2). Invoices for reimbursement shall be submitted after the event's completion documenting the purchase and services before a payment is made.

The applicant is committed to ensuring the CRA logo is given exposure in the event marketing and promotional efforts not limited to digital and print advertising, promotional materials and social media. Lastly there will be a 10X10 footprint for a CRA information booth during the event.

Consistency with the Central City CRA Community Redevelopment Plan

The proposed event complies with the Central City Community Redevelopment Plan's Economic Development Strategy, specifically with general marketing and promotion of the area through assistance with local events designed to improve the image and profile of the CRA.

Resource Impact

There will be a Fiscal Year 2020 impact in the amount of \$20,000 in the account listed below.

<i>Funds available as of January 22, 2020</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA080808-3201	Central City/Middle River Redevelopment	Services & Materials/ AD/Marketing	\$87,352	\$85,371	\$20,000
TOTAL AMOUNT ►					\$20,000

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 – Central City Area Event Funding Application – 13th Street Craft Beer and Wine Festival and Car Show

Exhibit 2 – CRA Grant Participation Agreement

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

CRA Manager: Donald Morris, AICP, Community Redevelopment Agency