



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

20-0015

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

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: February 18, 2020

TITLE: Motion Approving \$150,000 for Finally Friday on Sistrunk Series -
(Commission District 3)

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve \$150,000 for Finally Friday on Sistrunk for the months of March, April, May, June, July, and August 2020.

Background

Finally Friday on Sistrunk (Finally Friday) is a series of free outdoor events held monthly on Sistrunk Boulevard to market the Northwest-Progresso-Flagler Heights Area. The family-friendly events will feature food trucks, vendors, art, music, live entertainment, and an interactive kids' zone.

The purpose of Finally Friday is to activate vacant lots on the Historic Sistrunk Corridor. It also serves as a catalyst for economic development by showcasing opportunities for development on lots owned by the CRA. Additionally, local entrepreneurs and businesses are afforded the opportunity to sell a variety of goods and services.

The pop-up series will take place on the 4th Friday of the month on March 27, 2020, April 24, 2020, May 22, 2020, June 26, 2020, July 24, 2020, and August 28, 2020 from 5:30 p.m. to 10:00 p.m.

The CRA previously presented Finally Friday on August 28, 2019, September 27, 2019 and October 25, 2019. The previous events successfully attracted numerous vendors. The estimated attendance was 800 to 1000 people. Funding will be utilized to produce six events in FY 2020, increase attendance, and attract local and national entertainment.

Consistency with the NPF CRA Community Redevelopment Plan

From time to time the CRA will utilize marketing, public relations and other promotional means to inform the general public, the residents, targeted businesses and visitors about the redevelopment efforts taking place in the CRA district. In addition, special events, promotions and public displays will assist in business attraction, promoting the district as a place to live, and further promoting the area as a redevelopment district with opportunity for investment.

Utilizing public venues for art, public art, events and other place-making activities will be part of the overall quality of life programming to attract residents and businesses to locate to the CRA district. Activities and events in public spaces including partnering with sponsors, hiring coordinators and promoters, holding special events and forums, and placement of public art installations are all forms of increasing the perception of the quality of life in the district.

Resource Impact

There will be a Fiscal Year 2020 impact to the NPF CRA in the amount of \$150,000 in the account listed below.

<i>Funds available as of February 5, 2020</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA060605-3299	NPF Redevelopment	Services & Materials/ Other Services	\$707,009	\$402,497	\$150,000
				TOTAL ►	\$150,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, 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.

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

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace.
- Objective: Create a responsive and proactive business climate to attract emerging industries.
- Objective: Nurture and support existing local businesses.

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

Attachments

Exhibit 1 - Budget

Exhibit 2 - Finally Friday Event Layout

Prepared by: Jonelle Adderley, Project Coordinator

Department Director: Clarence Woods, NPF CRA Manager