



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

#21-0113

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 2, 2021

TITLE: Motion Approving FY 2021 Beach Business Improvement District (BID)
Grant Participation Agreement with Keith Willard Events LLC - \$22,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2021 BID Grant Participation Agreement with Keith Willard Events LLC for \$22,000.

Background

Keith Willard Events LLC requested \$22,000 from BID grant funds for an event titled: Love Is In The Air – A Valentine’s Day Affaire. The BID Advisory Committee unanimously recommended an award of \$22,000 at its December 14, 2020 regular meeting (Exhibit 1). This event will be held at the Las Olas Parking Garage on February 14, 2021. The proposed activities include live music and entertainment, sponsored snack tastings, on-site vendors, and a beach ceremony wherein couples may either wed or renew their vows. The BID Grant Application provides a detailed description of the event (Exhibit 2).

The estimated cost to produce the event is \$45,000. Funds from the BID will be used to support cost associated with marketing and public relations services, parking garage rental fees, portable restrooms rental fees, City support services, and additional security personnel to comply with Broward County Covid19 Standard Operating Practices. The applicant will offset the remaining event costs from ticket sales, vendor fees, and in-kind sponsorships.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvement 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 on approval of a Grant Participation Agreement with the City (Exhibit 3).

Resource Impact

Funds for this transaction totaling \$22,000 are available in the account listed below.

<i>Funds available as of January 11, 2021</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	\$836,061	\$747,335	\$22,000
TOTAL AMOUNT ►					\$22,000

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

- The 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 Here and We Are Prosperous.

Attachments

Exhibit 1 – December 14, 2020 BID Meeting Draft Minutes

Exhibit 2 – BID Grant Application

Exhibit 3 – FY 2021 Grant Participation Agreement

Prepared by: Cija Omengebar, CRA Planner, FRA-RP
Clarence Woods, CRA Manager

Department Director: Chris Lagerbloom, ICMA-CM, Executive Director