



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

**#21-0115**

---

**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 The Market Company, Inc. - \$19,650 -  
**(Commission District 2)**

---

**Recommendation**

Staff recommends the City Commission approve the FY 2021 BID Grant Participation Agreement with The Market Company, Inc. for \$19,650.

**Background**

The Market Company, Inc. requested \$19,650 from BID grant funds for the Las Olas Oceanside Park Farmers Market, a four-day-a-month event series. The BID Advisory Committee unanimously recommended an award of \$19,650 at its December 14, 2020 regular meeting (Exhibit 1).

The event series will be held at the Las Olas Oceanside Park on Saturdays for 30 weeks, from 9:00 a.m. to 4:00 p.m., starting February 28, 2021 to September 24, 2021. Programming will include food, music, art, nutrition and fitness, health and wellness, cooking demonstrations, as well as cultural and themed pop-up family friendly activities. The BID Grant Application provides a detailed description of the events (Exhibit 2).

The estimated cost to produce these events is \$31,300. Funds from the BID will be used to support the costs of promotion and marketing collateral, videography and photography services, and fresh fruit giveaways. This includes the video production of 12 virtual tours of the Las Olas Oceanside Park Market that will showcase chefs preparing meals and sharing cooking tips. The applicant is seeking other revenue sources including additional cash sponsorships, grants and value-in-kind contributions.

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 \$19,650 are available in the account listed below.

<b><i>Funds available as of January 11, 2021</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$836,061	\$747,335	\$19,650
<b>TOTAL AMOUNT ►</b>					\$19,650

### **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