



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0266

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: March 16, 2021

TITLE: Motion Approving FY 2021 Beach Business Improvement District (BID)
Funding and Promotional Campaign Agreement with Aqua Marketing &
Communication, Inc. - \$100,000 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the FY 2021 Beach Business Improvement District (BID) Funding and Promotional Campaign Agreement with Aqua Marketing & Communication, Inc. for \$100,000.

Background

The BID and the Greater Fort Lauderdale Convention & Visitors Bureau (CVB) are pooling their resources to create a comprehensive promotional campaign specifically to promote tourism on Fort Lauderdale Beach and amplify awareness about the destination, with a special emphasis on safety awareness. The series of marketing initiative discussions began in July of 2020 and culminated on February 8, 2021 where the BID Committee recommended an award of \$100,000 toward the promotional campaign (Exhibit 1).

The following chart provides a summary of past BID committee meetings wherein the marketing initiative has been discussed extensively leading to the recommended approval of funds.

BID COMMITTEE DISCUSSIONS			
BID MEETING DATE	TYPE	ACTION	EXHIBIT
February 8, 2021	Marketing Campaign Plan – Approval of BID funding amount \$100,000	Passed	1
January 11, 2021	Visit Lauderdale Marketing Plan Discussion	None	2
December 14, 2020	Marketing Initiative Research Discussion	None	3
September 22, 2020	CVB Visit Lauderdale Marketing Presentation	None	4
August 10, 2020	Marketing Strategy Discussion	None	5
July 13, 2020	Marketing Strategy Discussion	None	6

The estimated cost to produce and deploy the promotion campaign is \$200,000, of which
03/16/2021
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the BID is contributing \$100,000 and the CVB will match \$100,000. By leveraging the CVB's media partners, the campaign will result in more than 18,000,000 impressions. For the \$200,000 investment, the campaign will yield more than \$280,000 in earned value. The BID investment will be allocated to the production of the following marketing tools and deployment utilizing the following media partners:

BID FUND INVESTMENT		
MEDIA PARTNERS	MARKETING TOOLS	INVESTMENT
1) World Red Eye	Two Videos, Articles, Social Media Programs	\$10,000
2) AFAR Digital	Desktop and Mobil Web Banners (geo-targeted)	\$8,000
3) New York Times Great Getaways	Two co-branded emails to leverage WRE videos and articles	\$10,000
4) Matador Network	Video to focus on beach outdoor adventure	\$22,000
5) Conde Nast Traveler	Video to focus on Las Olas or A1A	\$50,000
	Total	\$100,000

The BID/CVB Cooperative Promotion Campaign Media Plan (Co-op Media Plan) provides the further details of the scope of work (Exhibit 7). The flight launch is flexible, and the schedule will be adjusted accordingly. The BID and CVB will jointly determine messaging and content.

Marketing services is exempt from competitive bidding requirements; therefore, the service agreement will be between the City and Aqua Marketing & Communication, Inc., the current marketing firm on contract with Broward County, serving as the marketing and advertising arm for CVB.

Reimbursement of the funds will be contingent on approval of an Agreement with the City (Exhibit 8). Payments shall be made only for services performed and completed pursuant to the agreed upon Co-op Media Plan.

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.

Resource Impact

Funds for this transaction totaling \$100,000 are available in the account listed below.

Funds available as of February 19, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABL E BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$836,061	\$734,559	\$100,000
TOTAL AMOUNT ►					\$100,000

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 – February 8, 2021 BID Meeting Draft Minutes

Exhibit 2 – January 11, 2021 BID Approved Minutes

Exhibit 3 – December 14, 2020 BID Approved Minutes

Exhibit 4 – September 22, 2020 BID Approved Minutes

Exhibit 5 – August 10, 2020 BID Approved Minutes

Exhibit 6 – July 13, 2020 BID Approved Minutes

Exhibit 7 – BID/CVB Cooperative Promotion Campaign Media Plan

Exhibit 8 – FY 2021 Agreement

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