



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

#21-0346

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: April 20, 2021

TITLE: Motion Approving FY 2021 Beach Business Improvement District (BID)
Grant Participation Agreement with Lauderdale Air Show, LLC - \$100,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2021 BID Grant Participation Agreement with Lauderdale Air Show, LLC in the amount of \$100,000.

Background

On March 8, 2021, Lauderdale Air Show, LLC requested \$100,000 in BID sponsorship for the Fort Lauderdale Air Show 2021 and received the BID Committee's unanimous support (Exhibit 2).

The event will be held on May 8-9, 2021 and will be visible on Fort Lauderdale Beach Park to Oakland Park Boulevard. The event site for premium viewing tickets will be located from the intersection of Sunrise Boulevard and A1A to Northeast 15th Court. The BID Grant Funding Application provides a detailed description of the event (Exhibit 1). Funds from the BID would be used to supplement City support services outside the event site.

The proposed activities include aerial exhibition of both military and civilian aircraft as well as parachute teams. The event will feature the U.S. Navy Blue Angels. Additional activities include exhibits, simulators, and displays at the event site for premium holders; as well as evening hospitality events at local venues for pilot meet-and-greets.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvements 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 an executed FY2021 Grant Participation Agreement. Invoices for reimbursement shall be submitted after event

completion documenting the purchase and services before a payment is made (Exhibit 3).

Resource Impact

There will be a Fiscal Year 2021 impact to the City in the account listed below.

Funds available as of March 15, 2021					
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	\$668,538	\$100,000
TOTAL AMOUNT ►					\$100,000

Strategic Connections

This item is a *2021 Top Commission Priority*, advancing the Parks and Public Places initiative.

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 – BID Grant Application
- Exhibit 2 – March 8, 2021 BID Meeting Draft Minutes
- Exhibit 3 – FY2021 Grant Participation Agreement

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