



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

#21-0268

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 6, 2021

TITLE: The Proposed Business Marketing Plan and 18-Hour City
Proposal - **(Commission Districts 1, 2, 3 and 4)**

Staff would like to discuss with the City Commission an economic development and marketing proposal which includes the concept of developing Fort Lauderdale as an 18-Hour City and film hub.

Attachments

Exhibit 1 – Presentation of Proposed Business Marketing Plan
Exhibit 2 – Presentation on the Benefits of an 18-Hour City

Prepared by: Daphnee A. Sainvil and Sarah Spurlock, City Manager's
Office

Charter Officer: Chris Lagerbloom, ICMA-CM, City Manager