

THE 18-HOUR CITY

IS IT RIGHT FOR FORT LAUDERDALE?



FORT LAUDERDALE
NITE *#FTLnite*

City Commission
Conference Meeting
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What is an 18-Hour City?

Economists and real estate investors use the term to describe a mid-size city with

- attractive amenities and solid infrastructure
- higher-than-average population growth
- lower cost of living and cost of doing business than the larger gateway cities like New York City, Boston, and Los Angeles
- These robust amenities and services extend well into the twilight hours
- “Distinctive and lovable culture”

While they don’t operate on a 24-hour basis like the gateway cities, 18-hour cities have similar advantages including a solid public transportation system and a strong economy.

Examples of 18-Hour Cities

- ▶ Nashville, TN
- ▶ Austin, TX
- ▶ Portland, OR
- ▶ Seattle, WA
- ▶ Charleston, SC
- ▶ Boise, ID
- ▶ Chattanooga, TN
- ▶ Kansas City, MO

According to a recent ULI report, 17 of the top 20 and 9 of the top 10 real-estate markets in the U.S. are in 18-hour cities

What's So Great About 18-Hour Cities?

- ▶ These cities are characterized by the availability of recreation and entertainment opportunities. As such, they have become targets for millennials and their growing families. At 76 million, millennials are the largest demographic.
- ▶ Employers like them because the cost of doing business is less. Because the cost of living is less, they attract large numbers of job seekers.

A City that Sometimes Sleeps

Benefits of an 18-hour City:

- Additional hours of safe nighttime activities and services create more jobs
- Diverse nighttime activation creates a viable transition from day-time to night-time and this diversity is critical to fostering a more inclusive and safe nighttime environment. This mixture of people creates a calmer environment in the streets and makes unsociable behavior less acceptable.
- More activation during the twilight hours encourages commuters to stick around for a couple of hours, thus reducing the impact on rush-hour traffic.
- Especially in South Florida where the summer heat can be brutal, offering more access to and providing more opportunities in our parks and open spaces at night is vital to maintaining an active economy

Nightlife isn't a nuisance to be shut down, but an economic driver to be supported.

“With a global trend toward urban living and approximately 80% of Americans living in metro areas, where there tends to be more vibrant nightlife, healthy nighttime economies will likely become an increasingly significant part of the overall economy.”

Source: *Forbes*

Nightlife as an Economic Driver

- The travel and tourism sector currently accounts for 10.4% of global GDP
- The hospitality industry accounted for 313 million jobs worldwide, or 9.9% of total employment and 20% of all global net jobs created in the last decade
- American millennials spend 44% of their food budgets eating out instead of cooking in

Source: American Nightlife Association

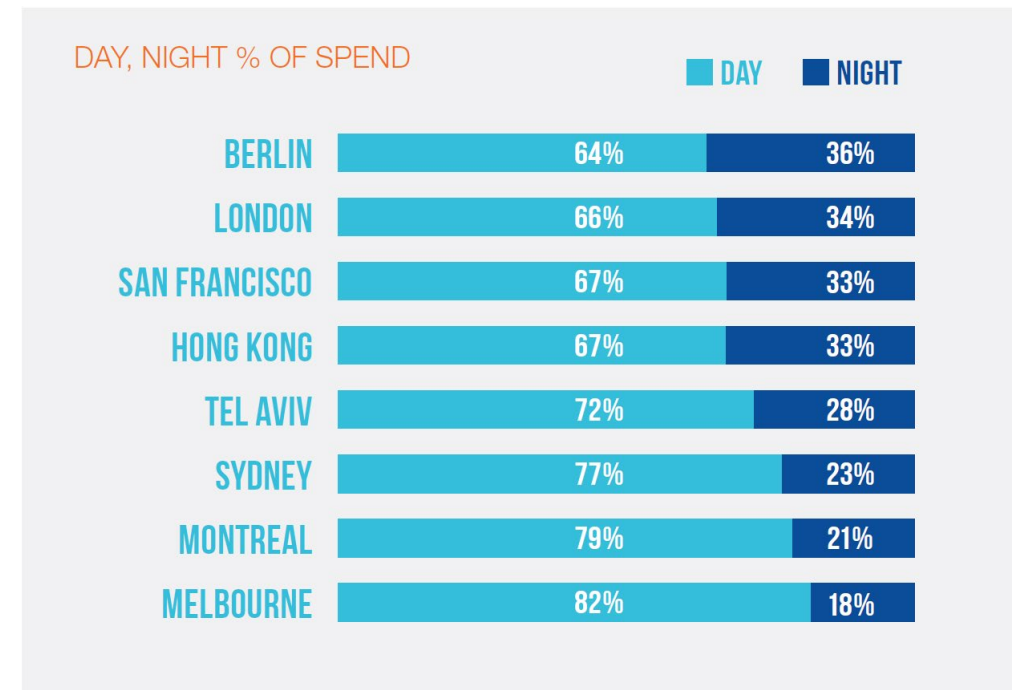
Why Should We Care About Nightlife?

Nightlife is a critical part of a city's economy.

San Francisco: \$6 billion in economic impact and 62,000 employees in restaurants, bars, music venues, performance spaces

New York City: \$19.1 billion in economic impact and 196,00 jobs in NYC nightlife

Sydney: \$27.2 billion in economic impact and 234,000 jobs in food, drinks and entertainment sectors



A Vibrant and Safe Life at Night Doesn't Happen by Accident

What Can We do to Move this Effort Forward?

- ▶ Conduct a nighttime economic fiscal impact study
- ▶ Invest in safe and accessible nighttime mobility and transportation
- ▶ Consider municipal service provision after 5:00 pm
- ▶ Create a nighttime task force that looks at enhancing our nightlife
- ▶ Develop strategies that address the growing conflict between residential areas and venues with regards to sound
- ▶ Develop ways to attract and retain local artists
- ▶ Serve customers, not drinks (focus on the experience)
- ▶ Encourage businesses to keep nighttime hours
- ▶ Implement CPTED practices (Crime Prevention through Environmental Design)