



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

#21-0112

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: August 17, 2021

TITLE: Motion Approving FY 2021 Beach Business Improvement District (BID)
Grant Participation Agreement with Fort Lauderdale Concours, Inc. -
\$25,000 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the FY 2021 Beach Business Improvement District (BID) Grant Participation Agreement with Fort Lauderdale Concours, Inc. for \$25,000.

Background

Fort Lauderdale Concours, Inc. requested \$25,000 of BID grant funds for an event titled: Fort Lauderdale Concours. The BID Advisory Committee unanimously recommended an award of \$25,000 at its December 14, 2020 regular meeting (Exhibit 1). This event will be held at the Las Olas Parking Garage. Originally, the event was planned for Saturday, February 13, 2021; however, due to COVID-19 related restrictions, it was rescheduled to Friday, October 29, 2021. Attendees will enjoy an exhibition of thirty classic cars, including a sneaker collection display, works by local fashion designers, and live music. The BID Grant Application provides a detailed description of the event (Exhibit 2).

The estimated cost to produce the event is \$150,000. Funds from the BID will be used to support cost associated with both traditional and online marketing services, parking garage rental fees, City support services and additional security personnel. The applicant has secured \$125,000 from private investors, sponsors, and ticket sales to offset the remaining costs to produce the event.

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. The described 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, as it aims to increase the number of visitors to the BID area.

Reimbursement of funds will be contingent on approval of a Grant Participation Agreement

with the City (Exhibit 3).

Resource Impact

Funds for this transaction totaling \$25,000 are available in the account listed below. Future expenditures are contingent upon approval and appropriation of the annual budget.

<i>Funds available as of July 20, 2021</i>					
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	\$986,061	\$461,241	\$25,000
TOTAL AMOUNT ►					\$25,000

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 – December 14, 2020 BID Approved Meeting 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