



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

#21-0587

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 5, 2021

TITLE: Motion Approving FY 2022 Beach Business Improvement District (BID)
Grant Participation Agreement with Winterfest Inc. - \$25,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the FY 2022 BID Grant Participation Agreement with Winterfest Inc. in the total amount of \$25,000.

Background

At the August 9, 2021 BID Advisory Committee regular meeting, Winterfest Inc. requested BID sponsorship in the amount of \$25,000 to support the Winterfest Parade Viewing and Festival portion of the larger Winterfest Boat Parade event scheduled for December 11, 2021. The BID Advisory Committee unanimously approved the funding request in a (8-0) vote (Exhibit 1).

The Winterfest Parade Viewing and Festival event will be located at the Las Olas Intracoastal Promenade Park where a variety of illuminated boats will be coasting through the waterway. The proposed activities for the site will include, but are not limited to, live music, food and beverages for purchase, sponsor activations, sampling, vendor booths, interactive games, and a viewing area. The BID Grant Application provides further details of the event (Exhibit 2).

The estimated cost to produce this event is \$150,000. The applicant is seeking additional sponsorship to cover expenses for the event and has secured commitments from Lacroix, Stella Artois, and Florida Panthers. Funds from the BID will only be used to support overall costs associated with producing the event. The allowable expenditures include: fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, City support services such as police detail, fire and emergency services, television, newspaper, magazines, social media, entertainment, power, lighting, tents, tables as well as barricades and traffic signage.

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.

Reimbursement of the funds will be contingent on approval of a Grant Participation Agreement with the City (Exhibit 3).

Resource Impact

There will be a Fiscal Year 2022 impact to the City in the account listed below.

<i>Funds available as of October 1, 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	\$959,148	\$959,148	\$25,000
TOTAL AMOUNT ►					\$25,000

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.

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan, specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City

Attachments

Exhibit 1 – August 9, 2021 BID Meeting Approved Minutes

Exhibit 2 – BID Grant Application – Winterfest Parade Viewing and Festival

Exhibit 3 – FY 2022 Grant Participation Agreement

Prepared by: Cija Omengebar, CRA Planner, FRA-RP
Clarence Woods, CRA Manager

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