



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0588

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 A & R Enterprises of So. FL Inc. -
\$190,500 - (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve the FY 2022 BID Grant Participation Agreement with A & R Enterprises of So. FL Inc. for \$190,500.

Background

At the August 9, 2021 BID Advisory Committee regular meeting, A & R Enterprises of So. FL Inc. requested BID sponsorship in the amount of \$190,500 to fund Las Olas Oceanside Park Activation (LOOPA), an eight-event series spanning the months of October 2021 through September 2022. The BID Advisory Committee approved the request in a (7-0) vote, with 1 member abstaining (Exhibit 1).

The BID will only sponsor seven of the eight-event series, all held at the Las Olas Oceanside Park located at 3000 East Las Olas Boulevard. The chart below lists the name of each event, BID sponsorship, and event dates.

LAS OLAS OCEANSIDE PARK ACTIVATION: EIGHT-EVENT SERIES		
EVENT NAME	BID SPONSOR	2021 – 2022 DATE(S)
1) Friday Night Sound Waves + NYE on the Beach	YES	Every Friday: Oct 8 – Dec 24, 2021 Friday, December 31, 2021 Every Friday: March 18 – July 1, 2022
2) Pumpkins & Palm Trees Halloween Weekend	YES	Fri., October 22- Sat. October 23, 2021
3) The Amazing Hunt FTL Beach	YES	Sun, November 7, 2021
4) Wonderland	YES	Thur. – Sun: Nov 26 – Dec 19, 2021
5) Fur the Love Pet Fest	YES	Sun., February 20, 2022
6) Spring Fling Eggstravaganza	YES	Sat., April 16, 2022
7) July 4 th Weekend	NO	Friday, July 1 and Saturday, July 2, 2022

8) Movies by Moonlight Summer Series	YES	Fri., July 22, Aug 26, Sept 23, 2022
--------------------------------------	-----	--------------------------------------

The planned activities provide an opportunity for locals and visitors to enjoy Fort Lauderdale Beach. The BID Grant Application further details the programming schedule and provides a detailed description of the planned activities for each event series (Exhibit 2).

The estimated cost to produce the LOOPA eight-event series is \$369,680. Funds from the BID will only be used to support overall costs associated with producing seven of the eight-event series. The allowable expenditures include: decoration and brand activation, marketing and advertising collateral, film licensing, entertainment, bands, performers, staff, photography, security, signage, infrastructure, cleaning services, and stage setup. The following demonstrates the allocation of BID funds toward each event:

GRANT FUND ALLOCATION	
1) Friday Night Sound Waves Fall/Winter + Spring/Summer 1a) NYE on the Beach	\$107,500
2) Pumpkins & Palm Trees Weird Science Halloween Weekend	\$10,000
3) The Amazing Hunt FTL Beach	\$5,000
4) Wonderland	\$50,000
5) Fur the Love Pet Fest	\$7,500
6) Spring Fling Eggstravaganza	\$7,500
7) Movies by Moonlight Summer Series	3,000
Total	\$190,500

At the time of the application, the applicant secured \$73,900 in sponsorship, and \$10,000 in value in-kind service contributions. The applicant is seeking other revenue sources including additional cash sponsorships, value-in-kind contributions, event entry fees, and very important (VIP) admission sales to cover the remaining costs to produce LOOPA. The events are generally free to the public except for The Amazing Hunt FTL Beach scavenger activity, of which entry fee per person is \$20, and \$250 for VIP teams. In addition, select events such as The Fur the Love Pet Fest and Movies by Moonlight Summer Series are free with VIP admission options. The Fur the Love pet event provide VIP opportunities ranging from \$50 to \$250, and the Movies by Moonlight Summer Series offer VIP admission fee of \$20 per couple.

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	\$190,500
TOTAL AMOUNT ►					\$190,500

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

Attachments

Exhibit 1 – August 9, 2021 BID Meeting Approved Minutes

Exhibit 2 – BID Grant Application – Las Olas Oceanside Park Activation

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