



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0589

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 2022-2024 Beach Business Improvement District
(BID) Grant Participation Agreement with Audacy Operations, Inc., in the
Amounts of \$300,000 in the First Year, \$250,000 in the Second Year, and
\$200,000 in the Third Year, for a Total Amount of \$750,000 - (**Commission
District 2**)

Recommendation

Staff recommends the City Commission approve the FY 2022-2024 BID Grant Participation Agreement with Audacy Operations, Inc., to produce the Audacy Beach Festival event, in the amounts of \$300,000 in the first year, \$250,000 in the second year, and \$200,000 in the third year, for a total amount of \$750,000.

Background

At the August 9, 2021 BID Advisory Committee regular meeting, Audacy Operations, Inc. requested the BID to sponsor Audacy Beach Festival on Fort Lauderdale Beach for \$750,000 spread over the next three years: \$300,000 in year 2021, \$250,000 in year 2022, and \$200,000 in year 2023. The BID Advisory Committee unanimously recommended approval of the funding request in a (8-0) vote (Exhibit 1).

The proposed music and food festival event will be held on December 4-5, 2021, at Fort Lauderdale Beach Park located at 1100 Seabreeze Boulevard. The event aligns with Audacy 1Thing Sustainability Initiative, a platform dedicated to saving the planet by encouraging its audience to changing "1Thing" to make a difference to the environment and to ensure healthy, clean beaches for future generations. The proposed activities include live musical performances by various national artists, food experiences, and activations.

The estimated cost to produce the event is \$6,000,000. The applicant plans to market the festival utilizing its network of over 245 broadcast stations with a reach of 20 million event fans. This expansive network includes air radio stations, podcasting, streaming radio stations, and social influencers that will be put to use over a 12-week pre-promotion period highlighting Fort Lauderdale Beach in advance of the festival.

The BID Grant Application provides a detailed description of the event and marketing plan (Exhibit 2).

Funds from the BID will be used to support the cost of marketing the event, talent procurement, and production expenses including but not limited to staging, lighting, and sound. The applicant has secured \$500,000 from the Greater Fort Lauderdale Convention & Visitors Bureau and is seeking other revenue sources from other sponsorships, merchandise sales, and ticket sales.

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.

Approval of the funding complies with the purpose of the BID, as it provides for another major event that will enhance the brand of the beach as a world-class destination for both residents and tourists. It will also have a positive economic impact on BID-member properties by increasing hotel room nights, and restaurant and retail sales.

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

Resource Impact

There will be a \$300,000 Fiscal Year 2022 impact to the City in the account listed below. Future expenditures are contingent upon approval and appropriation of the annual budget. Future expenditures include \$250,000 in FY 2023, and \$200,000 in FY 2024.

<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	\$300,000
TOTAL AMOUNT ►					\$300,000

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 – Audacy Beach Festival

Exhibit 3 – FY 2022-2024 Grant Participation Agreement

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

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