



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING**

#21-1046

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: November 2, 2021

TITLE: Motion Approving FY2022 Central City Community Redevelopment Agency Grant Agreement with Central City Alliance Inc. - \$20,000 - **(Commission District 2)**

Recommendation

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners approve the FY 2022 Central City CRA Grant Participation Agreement with Central City Alliance Inc. for the 13th Street Craft Beer & Wine Festival and Car Show in the amount of \$20,000.

Background

At the Central City Community Redevelopment Advisory Board (CCRAB) meeting on October 6, 2021, Central City Alliance Inc. requested \$20,000 in CRA grant funding for the 13th Street Craft Beer & Wine Festival and Car Show. In a (5-2) roll call vote, the CCRAB members passed the motion to recommend approval of the funding request (Exhibit 1).

The 13th Street Craft Beer & Wine Festival and Car Show event is free to the public and will be located on NE 13th Street from NE 5th Terrace to NE 8th Avenue on Saturday, December 4, 2021, from 4:00 p.m. to 8:00 p.m. The proposed activities include live entertainment on stage, demonstrations, local pet rescue, exotic car show, about 50 vendor booths, and 15 breweries. A Central City Area Event Funding Application provided as Exhibit 2 further details the event.

The estimated cost to produce the event is \$37,000 - \$45,000. Funds from the CCRAB will be used to pay for costs associated with producing, marketing and promoting the festival, using digital media, radio, and outdoor signage, as well as costs associated with infrastructure, permitting, and entertainment enhancement.

Reimbursement of the funds will be contingent upon an executed Grant Participation Agreement with the CRA. Invoices for reimbursement shall be submitted after event completion documenting the purchase and services before a payment is made (Exhibit 3).

Consistency with Central City CRA Community Redevelopment Plan

The Central City Community Redevelopment Plan enables assistance with local special events designed to improve the image and profile of the CRA. The applicant is committed to ensuring the CRA logo is given exposure in the events marketing and promotional efforts not limited to digital and print advertising, promotional materials and social media. Lastly there will be a 10X10 footprint for a CRA information booth during the event.

Resource Impact

There will be a Fiscal Year 2022 impact to the CRA in the amount of \$20,000 in the account listed below.

Funds available as of October 13, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA080808-3201	Central City/Middle River Redevelopment	Services & Materials/ AD/Marketing	\$37,190	\$37,190	\$20,000
TOTAL AMOUNT ►					\$20,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Neighborhood Enhancement Focus Area
- Goal 4: Build a thriving and inclusive community of neighborhoods

- 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 Prosperous.

Attachments

Exhibit 1 – October 6, 2021 CCRAB Meeting Draft Minutes

Exhibit 2 – Central City Area Event Funding Application

Exhibit 3 – CRA Grant Participation Agreement

Prepared by: Cija Omengabar, CRA Planner
Clarence Woods, CRA Manager

Department Director: Chris Lagerbloom, ICMA-CM, Executive Director