



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0301

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

FROM: Rickelle Williams, City Manager

DATE: April 21, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District
Grant Participation Agreement with Swim Fort Lauderdale Booster Club,
Inc. for the Fort Lauderdale Open - \$10,000 – **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Swim Fort Lauderdale Booster Club, Inc., in substantially the form attached, to support the Fort Lauderdale Open to be held Wednesday, April 29, 2026 through Saturday, May 2, 2026, in the amount of \$10,000.

Background

At its November 10, 2025, meeting, the BBID Advisory Committee considered a request from Swim Fort Lauderdale Booster Club, Inc., for sponsorship funding for the Fort Lauderdale Open. The BBID Advisory Committee unanimously recommended approval of funds, in the amount of \$10,000, by a vote of 8 - 0 (Exhibit 1).

The Fort Lauderdale Open will take place from Wednesday, April 29, 2026, through Saturday, May 2, 2026, at the Fort Lauderdale Aquatic Center. The Fort Lauderdale Open attracts high-caliber athletes, respected coaches, and competitive programs from across the country and internationally, further positioning Fort Lauderdale as a destination for sports tourism. More than twenty-five (25) Olympians are scheduled to compete, including world record holders Katie Ledecky and Gretchen Walsh, who combined to set three (3) world records in Fort Lauderdale during the USA Swimming TYR Pro Swim Series on May 3, 2025.

The event application identifies that swim teams are expected to arrive early with extended stays, generating multi-night hotel occupancy and increased spending at beach district hotels, restaurants, and retail establishments. The BBID Grant Application provides additional event details (Exhibit 2).

BBID support will help ensure delivery of a first-class competition that fills hotel rooms, drives economic activity within the Beach district, and builds long-term destination value for the City.

The Grant Participation Agreement (Exhibit 3) defines the scope of services and associated deliverables for the grant funding. All deliverables are designed to amplify the BBID's destination marketing initiatives and deepen engagement between the Fort Lauderdale Open audience and DiscoverFTLBeach.com. Integrated promotion before, during, and after the festival will expand BBID's reach, drive visitor awareness, and foster ongoing relationships with the Fort Lauderdale Open audience.

Pre-Event Deliverables:

- Highlight BBID hotels in event web, email, and print communications;
- Include the DiscoverFTLBeach.com (BBID logo) on marketing materials with messaging directing audiences to the visitor website; and
- Promote DiscoverFTLBeach.com as a resource for Fort Lauderdale Beach hotels, restaurants, shops, and things to do.

Onsite Deliverables:

- Provide on-site visibility through digital scoreboard signage, event banners, and event announcements.

Post-Event Deliverables:

- Deploy follow-up emails and social media promotion reinforcing DiscoverFTLBeach.com messaging and encouraging overnight stays at Fort Lauderdale Beach hotels for future Swim Fort Lauderdale Booster Club events hosted at the Fort Lauderdale Aquatic Center.

Funding History

If approved, this will be the first time the applicant receives BBID funding.

Resource Impact

There is a Fiscal Year (FY) 2026 impact to the City, via the BBID, in the amount of \$10,000 in the account listed below.

Funds available as of March 2, 2026					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-135-6100-552-40-4207	Beach Business Improvement District	Other Operating Expenses/ Promotional Contributions	\$1,024,195	\$804,797	\$10,000
TOTAL AMOUNT ►					\$10,000

Strategic Connections

This is a FY 2026 Commission Priority, advancing Public Spaces and Cultural Initiatives.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale Vision Plan: We Are Here.

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – November 10, 2025, BBID Meeting Minutes

Exhibit 2 – Fiscal Year 2026 Fort Lauderdale Open Grant Application

Exhibit 3 – Fiscal Year 2026 Swim Fort Lauderdale Booster Club, Inc. Grant Participation Agreement

Prepared by: Judy Erickson, Program Manager I, Parks and Recreation

Department Director: Carl Williams, Director, Parks and Recreation