



**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)**

May 12, 2025, 1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL South Building – 2<sup>nd</sup> Floor East Conference Room

		<b>Cumulative Attendance September 2024 – August 2025</b>			
	<b>P/A</b>	<b>Regular Meetings</b>	<b>Special Meetings</b>		
<b>Bahia Mar Doubletree</b>	P	7	0	0	0
Lisa Namour, Chair					
Alternate-Vacant					
<b>Marriott Courtyard, PHF Oceanfront</b>	P	6	1	0	0
Primary-Vacant					
Steve Zunt, Alternate					
<b>The “W” Hotel, Capri Hotel, LLC</b>	P	3	4	0	0
Cody Bertone					
Alex Caceres, Alternate					
<b>Ritz Carlton Hotel</b>					
Jose Torres					
Samuel Fuerstman, Alternate	P	7	0	0	0
<b>Greater FTL Chamber of Commerce</b>					
Ina Lee	P	7	1	0	0
<b>The Westin Ft Lauderdale Beach</b>					
Laurie Johnson					
Michael Berry, Alternate	P	7	0	0	0
<b>B Ocean Fort Lauderdale</b>					
Sabrina Graves					
Kimberly Cover, Alternate	P	7	0	0	0
<b>Sonesta Hotel</b>					
Ryan Frederick					
Jeff Peterson, Alternate					

## **Staff**

Judy Erickson, BBID Program Manager

## **Guests**

Gregory King, Lauderdale Tropical Bear  
Antonio Baglio, Lauderdale Tropical Bear  
Dawson Pritchett, Air Dot Show  
Dave Gibson, SFTL Speedo Summer Classic  
Steven Crawford, FlockFest  
Kevin Clevenger, FlockFest

### **I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

### **II. Approval of Meeting Minutes – Chair Lisa Namour**

**Motion** made by Ms. Lee, seconded by Ms. Johnson, to approve the minutes of the April 14, 2025, meeting. In a voice vote, the motion passed unanimously.

### **III. Action Item: Diwali Holiday Lighting – Early Installation Funding – Chair Lisa Namour**

The City is planning to install holiday-style lighting on palm trees in the LOOP earlier as in past years for the Diwali Festival of Lights event. Funding support from the BID (Beach Business Improvement District) is requested to help cover the additional maintenance and insurance costs for the early installation.

The BID funded this last year at a cost of the \$4,950. Additional points made:

- Increased lighting on the beach is a safety and visibility benefit beyond the celebration.
- The Diwali event helps draw people to the area.

**Motion** by Ms. Lee, seconded by Mr. Torres, to approve funding not to exceed \$6,000. The motion passed unanimously by voice vote.

#### **IV. Action Item: Marketing & Website Contract Renewal – Chair Lisa Namour**

The City Committee Members discussed the potential renewal of the final one-year term of the Brand Advocates contract, which is set to expire on October 31, 2025. If approved, this renewal would extend the contract through October 31, 2026. . The contract includes a \$5,700 monthly retainer and a \$25,000 allowance, totaling \$93,400 annually.

The Committee expressed interest in going out for a new bid noting that as Fort Lauderdale Beach continues to evolve its brand and positioning, there may be opportunities to explore a fresh approach that aligns more closely with these ongoing efforts.

**Motion** by Mr. Peterson, seconded by Ms. Graves, to not exercise the final one-year renewal option of the existing contract with Brand Advocates for marketing and website services. Passed unanimously by voice vote.

#### **V. FY26 BID Grant Application Presentations - Chair Lisa Namour**

Chair Namour instructed applicants to keep their presentations brief and informal, allowing time for questions and answers. . The Committee planned to discuss each application after presentations concluded, then vote and determine funding amounts.

##### **● SFTL Speedo Summer Classic – Dave Gibson**

- Annual summer swim meet held at Fort Lauderdale Aquatic Center.
- 2026 event dates: June 21–22, with some arrivals and activities beginning earlier in the week.
- Requesting \$6,000 in funding; has never received BID funding before.
- Event includes preliminary rounds in the morning and finals in the evening, running all day Thursday through Sunday.
- Expected attendance includes over 700 athletes, primarily aged 9 through college, accompanied by parents and coaches.
- 19 out of 24 teams are from outside Broward County, including several from out-of-state and international locations.
- Many teams arrive early for training days, and most stay through the weekend, contributing to hotel stays and local spending.
- Estimated 1,400+ total attendees including family members and spectators.

- Hospitality budget supports meals for 200+ coaches, officials, and volunteers with local vendors (e.g., Panera, Bubblegum, Coconuts).
  - Event has become very popular and is currently at capacity.
  - Organizers run similar successful events in January and spring.
  - Event Significantly benefits local restaurants and BID- area businesses.
- **FlockFest** – Kevin Clevenger & Steven Crawford
    - Celebrating the 10-year anniversary of FlockFest Beach Party.
    - Originally held at Sebastian Beach, the event moved to Fort Lauderdale Beach Park in 2021 due to growth.
    - Last year featured 80 cabanas, large beach displays, and hundreds of flamingos in the water—this year’s theme will feature blue flamingos.
    - Works with local hotels including The Ocean Hotel, The W, The Sonesta, AC Hotel, and The Captain to secure special rates for attendees.
    - Event is promoted throughout the year, including low-season marketing with links to the BID’s website.
    - Recently booked a new event at The B Ocean, a location the organizers have been targeting for years.
    - Richard Gray (noted tourism executive) has publicly praised the event as one of his favorites.
    - Third year receiving funding from the Committee.
    - Event highlights Fort Lauderdale’s diversity and contributes to its reputation as a vibrant, inclusive destination.
  - **Air Dot Show** – Dawson Pritchett
    - The air show is a unique tourism draw for Fort Lauderdale, combining aviation and destination appeal.
    - 2024 event coincided with F1 weekend, creating hotel and logistical challenges.
    - Despite challenges, saw an uptick in attendance year-over-year.
    - Estimated 90,000–100,000 people on main beach corridor.
    - Noted local residents often book hotel rooms for convenience.
    - F1 overlap led to a compression effect, increased demand drove up room rates.
    - Requesting core funding due to high costs of beach-based shows.
    - Hotels and restaurants benefit from show via unofficial events (e.g., rooftop parties), but organizers receive no revenue share.
    - Emphasized that tourism funding makes the event viable
    - Aiming to alternate Thunderbirds and Blue Angels each year
    - Fort Lauderdale is a high-demand show location for performers

- **Lauderdale Tropical Bear BEACH Party – Gregory King**
  - Lauderdale Tropical Bear Beach event is part of a growing series of LGBTQ+ bear-themed events inspired by major global gatherings like those in Provincetown and Sitges.
  - November weekend (post-Halloween): Originally a promotional event for April, now a standalone celebration.
  - April Bear Week: A full week of activities including parties, beach gatherings, and nightlife events.
  - November event leverages overlap with Halloween and the Fort Lauderdale International Boat Show to encourage extended tourism stays.
  - April Bear Week has shifted the main beach party to Sunday (formerly Friday) to boost attendance and end the week with a marquee event.
  - 7% international visitors & 68% of attendees come from outside Broward, Miami-Dade, and Palm Beach counties.
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  - Event is positioned as a more accessible alternative to expensive or international destinations like Mexico and Spain.
  - Now in its 4th year, with organizers bringing over 15 years of experience from similar events, including one held in Baltimore.
  - Organizers are committed to ongoing partnerships with BID hotels and local businesses to strengthen Fort Lauderdale's LGBTQ+ tourism appeal.
  
- **LOOP Annual Program – Ari Glassman (Update provided in her excused absence)**
  - Originally initiated to activate public spaces along the beach.
  - Programming around The Loop has been highly effective, offering consistent, year-round events enjoyed by both locals and visitors.
  - Considered essential to the area's vibrancy, The Loop draws foot traffic that benefits nearby restaurants, hotels, and other businesses.
  - Programming includes sponsor-supported events, extended outreach via PR, social media, and a dedicated website.
  - Operated by a locally rooted team deeply invested in the community, contributing to the program's success and continuity.
  - The team is also collaborating with Visit Lauderdale to further promote and align programming efforts.

**VI. FY26 BID Grant Awards: Discussion and Funding Determinations – Chair  
Lisa Namour**

The Committee discussed the refinement of the event funding process, emphasizing the importance of aligning supported events with economic impact, targeting business need periods, and the engagement of local accommodations within the BID District.

The Committee then proceeded to review and approve motions for the BID reimbursable grant allocations.

**Motion** by Ina Lee, seconded by Laurie Johnson, to approve a \$175,000 reimbursable event grant for the LOOP Annual Programming. The motion passed unanimously by voice vote.

**Motion** by Mr. Peterson, seconded by Ms. Lee, to approve a \$25,000 reimbursable event grant for the FlockFest Annual Beach Party. The motion passed unanimously by voice vote.

**Motion** by Ms. Johnson, seconded by Mr. Torres, to approve \$15,000 reimbursable event grant to FinFest, contingent upon the applicant revising the event date to better align with the objectives of the BID's event grant program and business need period. The motion passed unanimously by voice vote.

**Motion** by Ms. Johnson, seconded by Mr. Torres, to approve a \$75,000 reimbursable event grant for the Fort Lauderdale Air show (Air Dot Show Fort Lauderdale Beach). The motion passed unanimously by voice vote.

**Motion** by Ms. Graves, seconded by Ms. Johnson, to approve a \$5,000 reimbursable event grant for the Lauderdale Tropical Bear Beach Party. The motion passed unanimously by voice vote.

**Motion** by Ms. Johnson, seconded by Mr. Peterson, to approve a \$5,000 reimbursable event grant for Lauderdale Tropical Bear Week, contingent upon the applicant making a good-faith effort to engage BID hotels in the event-related opportunities. The motion passed unanimously by voice vote.

**Motion** by Ms. Lee, seconded by Jose Torres, to approve a \$275,000 reimbursable event grant for the Rock the Ocean Tortuga Festival. The motion passed unanimously by voice vote.

**Motion** by Mr. Peterson, seconded by Ms. Johnson, to approve a \$25,000 reimbursable event grant for the Seminole Hard Rock Winterfest Boat Parade Viewing Area. The motion passed unanimously by voice vote.

**Motion** by Ms. Johnson, seconded by Mr. Torres, to approve a \$6,000 reimbursable event grant for the SFTL Speedo Summer Classic. The motion passed unanimously by voice vote.

**Motion** by Ms. Graves, seconded by Mr. Torres, to approve a \$80,000 reimbursable event grant for the Visit Lauderdale Food & Wine Festival. The motion passed unanimously by voice vote.

**Motion** by Mr. Peterson, seconded by Mr. Torres, to not award funding for the Oceans of Soul Jazz Festival. The motion passed unanimously by voice vote. The Committee noted that while the concept was of interest, the proposal lacked confirmed elements at this stage.

**Motion** by Mr. Torres, seconded by Ms. Graves, to not award funding for the 13.1 Fort Lauderdale Running Festival. The motion passed unanimously by voice vote. The Committee noted limited economic impact from previous events and the organizer's absence from the meeting to address questions.

## **VII. Program Manager Updates – Judy Erickson**

During the Program Management Updates, Ms. Erickson informed the Committee that she has received requests from BID-affiliated properties for increased park ranger support in The LOOP area and the northern end of the BID district. She will request relevant data from the Police Department and inquire if Sgt. Ferrer can attend the June meeting to provide insights on potential BID-funded ranger coverage costs.

Ms. Lee noted the serious concerns about proposed legislation in Tallahassee that could eliminate the Tourist Development Tax (TDT), warning it would greatly impact local tourism funding. She also noted a disconnect between beach and downtown stakeholders, encouraging stronger collaboration and suggesting a future joint meeting with the Downtown Development Authority (DDA).

## **I. Adjournment – Chair Lisa Namour**

Upon motion duly made and seconded, the meeting adjourned at 3:45 p.m.

[Minutes prepared by J. Burnham, Prototype, Inc.]