CITY OF FORT LAUDERDALE
City Commission Agenda Memo **#26-0359**
REGULAR MEETING

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

FROM: Rickelle Williams, City Manager

DATE: June 16, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District Grant Participation Agreement with FlockFest Events, Inc. for the FlockFest 11th Annual Beach Party on July 11, 2026 - $25,000 – **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with FlockFest Events, Inc., in substantially the form attached, to support the FlockFest 11th Annual Beach Party to be held July 11, 2026, in the amount of $25,000.

Background

At its May 12, 2025, meeting, the BBID Advisory Committee considered a request from FlockFest Events, Inc., for $25,000 in sponsorship funding for the FlockFest 11th Annual Beach Party. The BBID Advisory Committee unanimously recommended approval of funds, in the amount of $25,000, by a vote of 8-0 (Exhibit 1).

The FlockFest Beach Party is a prominent annual event that attracts regional and national attendance to Fort Lauderdale Beach, generating significant visibility and economic activity within the BBID. The 2026 event is scheduled to occur on Sunday, July 11, 2026, and features a large-scale beachfront celebration with live DJ performances, branded activations, and interactive programming, drawing both residents and visitors. Its beachfront setting and strong out-of-market attendance provide a strategic platform for destination marketing, offering the BBID the opportunity to showcase Fort Lauderdale Beach to a highly engaged summer travel audience.

An outdoor event agreement for the FlockFest 11th Annual Beach Party was approved at the June 2, 2026, City Commission Regular Meeting (CAM #26-0438). The BBID Grant Application provides additional event details (Exhibit 2).

The Grant Participation Agreement (Exhibit 3) defines the scope of services and associated deliverables for the grant funding. All deliverables and activations to amplify the BBID's destination marketing initiatives and deepen engagement between the

FlockFest 11th Annual Beach Party attendees and DiscoverFTLBeach.com. Integrated promotion before, during, and after the event will expand BBID's reach, drive visitor awareness, and foster ongoing relationships with key audiences.

Pre-Festival Deliverables:

- All FlockFest Annual Beach Party email communications distributed across any subscriber or email distribution lists in connection with the Fort Lauderdale event shall include DiscoverFTLBeach.com destination messaging and clear calls-to-action linking to BBID digital channels; logo-only recognition shall not constitute fulfillment of this deliverable. BBID shall receive a minimum of one (1) dedicated or featured pre-event email placement.

- Website placements on the official FlockFest Annual Beach Party event website shall include destination messaging and direct links to DiscoverFTLBeach.com. At a minimum, BBID shall receive one (1) placement on the website info page and one (1) featured homepage placement with destination-focused messaging and direct links to BBID digital channels. Homepage placement shall be in a prominent, above-the-fold or otherwise highly visible position.

- BBID shall be included in the partner/sponsor listing on the website homepage with a direct link to DiscoverFTLBeach.com.

- FlockFest Annual Beach Party shall collaborate with BBID on a minimum of two (2) pre-event social media posts across official event channels and provide a minimum of two (2) additional social media story posts and/or reposts amplifying BBID content.

- FlockFest Annual Beach Party shall provide BBID, upon request, with reasonable confirmation of deliverables, including live links, screenshots, and standard performance metrics where available.

On-Site Deliverables

- Provision of a limited number of VIP and General Admission tickets for official-use purposes, including destination promotion and stakeholder engagement;

- Prominent on-site signage and banner placements featuring DiscoverFTLBeach.com in high-traffic and highly visible areas throughout the event footprint, including entrances and main activation zones;

- Inclusion of DiscoverFTLBeach.com branding and destination messaging on event signage where appropriate; and

- A minimum of three (3) live public address (PA) announcements, with at least three (3) announcements per day during event programming, incorporating

DiscoverFTLBeach.com messaging and directing attendees to BBID digital channels, as included within official event announcer scripts.

Post-Festival Deliverables

- Inclusion within post-event email and social media communications featuring dedicated messaging promoting Fort Lauderdale Beach experiences, return visitation, and seasonal offers;

- Collaboration with BBID team on social media promotion of Fort Lauderdale Beach escapes, vacation offers, and experiences; and

- Guaranteed featured placement within at least one (1) dedicated festival email highlighting DiscoverFTLBeach.com, including destination storytelling and visitor inspiration.

Funding History

- Since 2024, FlockFest Events Inc. has received funding from the BBID for a total amount of $50,000.

Resource Impact

There is a Fiscal Year (FY) 2026 impact to the City, via the BBID, in the amount of $25,000 in the account listed below.

Funds available as of May 4, 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	$389.840	$25,000
				TOTAL AMOUNT ►	$25,000

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.
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy.

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.

- The Business Development Focus Area
- The Economic Development Element
- Goal 1: Enhance Fort Lauderdale's stature as a global, business friendly destination through the development of a business identity, enhanced marketing, branding, and support for enhanced local activities and tourism development.

Attachments
Exhibit 1 – May 12, 2025, BBID Meeting Minutes
Exhibit 2 – Fiscal Year 2026 FlockFest 11th Annual Beach Party Grant Application
Exhibit 3 – Fiscal Year 2026 FlockFest Events, Inc., Grant Participation Agreement

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