



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#26-0020

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

FROM: Rickelle Williams, City Manager

DATE: March 19, 2026

TITLE: Motion Approving Fiscal Year 2026 Beach Business Improvement District
Grant Participation Agreement with TMF Holdco, LLC, for the Rock the
Ocean's Tortuga Music Festival on April 10-12, 2026 - \$275,000 –
(Commission Districts 2 and 4)

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with TMF Holdco, LLC (TMF), in substantially the form attached, to support Rock the Ocean's Tortuga Music Festival to be held April 10-12, 2026, in the amount of \$275,000.

Background

At its May 12, 2025, meeting, as part of the annual event grant application review, the BBID Advisory Committee considered a request from TMF Holdco, LLC, for sponsorship funding, in the amount of \$350,000, for FY 2026. The BBID Advisory Committee unanimously recommended approval of funds, in the amount of \$275,000, by a vote of 8 - 0 (Exhibit 1).

Rock the Ocean's Tortuga Music Festival is a proven tourism driver for Fort Lauderdale Beach, attracting tens of thousands of out-of-market visitors who generate hotel room nights, restaurant sales, and increased foot traffic for beach businesses. The event consistently delivers peak occupancy and elevated economic activity within the BBID leading up to and during the festival weekend.

In partnership with Live Nation, the festival delivers extensive national and digital marketing reach through artist fan bases, social media, and national promotions, positioning Fort Lauderdale Beach as a premier beachfront entertainment destination. The BBID sponsorship secures high-visibility destination branding within one (1) of the beach's largest annual events, producing both immediate economic impact and long-term tourism exposure. BBID funding will be used to supplement event production expenses. The BBID Grant Application provides additional event details and economic impact information (Exhibit 2).

The Grant Participation Agreement (Exhibit 3) defines the scope of services and associated deliverables for the grant funding. All deliverables and activations are designed to amplify the BBID's destination marketing initiatives and deepen engagement between the Tortuga Music Festival 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 Fort Lauderdale Beach experiences.

Pre-Festival Deliverables

- Inclusion of the BBID consumer logo (DiscoverFTLBeach.com) with link in festival e-cards and email communications;
- All e-card placements will include meaningful destination messaging and direct calls-to-action to DiscoverFTLBeach.com and will not function as logo-only recognition;
- All festival email communications featuring sponsor content will include DiscoverFTLBeach.com destination messaging and clear links driving audiences to BBID digital channels;
- Festival website placements will include destination messaging and direct links guiding visitors to DiscoverFTLBeach.com. At a minimum, BBID will receive placement on the Info tab, directing users to DiscoverFTLBeach.com. BBID will also be featured on the event homepage with destination-focused messaging, including direct links to the BBID website;
- Inclusion in the list of partners on the festival homepage with link to DiscoverFTLBeach.com website;
- Collaboration with BBID team on two (2) social media posts leading up to the festival; and
- Integration within the Tortuga Festival mobile app, including partner recognition and opportunities to feature DiscoverFTLBeach.com content, destination messaging, and visitor resources.

On-Site Deliverables

- TMF will produce and prominently display stage scrim signage featuring BBID logo and Welcome to Fort Lauderdale Beach;
- TMF will produce and prominently display BBID Discover FTL Beach signage at the VIP and Festival main exit points to ensure high-visibility exposure to departing attendees. Rotation of two (2) static images featuring "Welcome to Fort Lauderdale" and "Discover FTL Beach" messaging displayed on the Main and Sunset Stages throughout the festival (April 10–12, 2026) to promote the

destination to festival attendees. Creative assets will be produced by TMF and are subject to BBID approval;

- Opportunity for on-site activation (*subject to BBID approval and discretion*); and
- Provision of a limited number of VIP and General Admission tickets for official-use purposes, including destination promotion and stakeholder engagement.

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;
- Guaranteed featured placement within at least one dedicated festival email highlighting DiscoverFTLBeach.com, including destination storytelling and visitor inspiration; and
- Collaboration with BBID team on social media promotion of Fort Lauderdale Beach escapes, vacation offers, and experiences.

Funding History

Since 2018, TMF Holdco, LLC has received funding from the BBID for a total amount of \$1,575,000.

Resource Impact

There is a FY 2026 impact to the City, via the BBID, in the amount of \$275,000 in the account listed below.

<i>Funds available as of February 2, 2026</i>					
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	\$824,145	\$275,000
TOTAL AMOUNT ►					\$275,000

Strategic Connections

This is a Fiscal Year (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 – May 12, 2025, BBID Meeting Minutes

Exhibit 2 – Fiscal Year 2026 Rock the Ocean's Tortuga Music Festival Grant Application

Exhibit 3 – Fiscal Year 2026 TMF Holdco, LLC Grant Participation Agreement

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Department Director: Carl Williams, Director, Parks and Recreation