



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

#26-0211

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 Rainbow Sidekick Inc. for the Beach
Party Event Associated with Lauderdale Tropical Bear Week - \$5,000 -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve the Fiscal Year (FY) 2026 Beach Business Improvement District (BBID) Grant Participation Agreement with Rainbow Sidekick Inc., in substantially the form attached, to support the Lauderdale Tropical Bear Week Beach Party on Sunday, April 5, 2026, in the amount of \$5,000.

Background

At its May 12, 2025 meeting, as part of the annual event grant application review, the BBID Advisory Committee considered two (2) requests from Rainbow Sidekick Inc. The first was for \$15,000 in sponsorship funding to support a single-day beach party event in November 2025. While BBID allocated \$5,000 in funding, Rainbow Sidekick Inc. cancelled the November 2025 event.

The second request was for sponsorship of a beach party held at the conclusion of Lauderdale Tropical Bear Week. The beach party has taken place in Fort Lauderdale for the past three (3) years and Lauderdale Tropical Bear Week has taken place for five (5) years. Lauderdale Tropical Bear Week is a six (6)-day festival held at multiple locations throughout Fort Lauderdale and Wilton Manors and attracts thousands of out-of-state and international visitors, generating significant hotel stays and revenue at local businesses.

In 2026, the six (6)-day festival begins Tuesday, March 31, 2026. Approximately eleven (11) events are scheduled. The week concludes with a beach party scheduled for Sunday, April 5, 2026, on Fort Lauderdale Beach, directly across from Hugh Taylor Birch State Park. Additional event and sponsorship details are provided in the application (Exhibit 1).

While \$15,000 in sponsorship funding was requested, the BBID Advisory Committee recommended approval of \$5,000 for this event by a vote of 8 - 0 (Exhibit 2).

The sponsorship provides the BBID with high-visibility marketing exposure through digital media and promotions. The other deliverables associated with this Grant Participation Agreement include:

- Sponsor Recognition - Recognition of BBID in promotions and marketing specific to the Event on April 5, 2026, featuring the BBID’s consumer-facing brand and logo, DiscoverFTLBeach.com;
- Website Visibility - Sponsor recognition on the event website including display of the DiscoverFTLBeach.com brand and a link directing visitors to the site as a primary resource for BBID hotels, dining, and attractions;
- Digital & Email Promotion - Inclusion of the DiscoverFTLBeach.com brand in digital marketing and targeted email campaigns promoting the Event and BBID businesses;
- Social Media Promotion - Sponsor recognition and promotional mentions across official event social media channels highlighting the DiscoverFTLBeach.com brand; and
- Visitor Promotion - Messaging encouraging Beach Party attendees to stay, dine, shop, and explore within the BBID district and visit DiscoverFTLBeach.com for visitor information.

Funding History

The applicant has not previously received funding from the BBID.

Resource Impact

There will be a \$5,000 Fiscal Year (FY) 2026 impact to the City, via the BBID, 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	\$5,000
TOTAL AMOUNT ►					\$5,000

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 – FY 2026 BBID Grant Application

Exhibit 2 – May 12, 2025, BBID Meeting Minutes

Exhibit 3 – FY 2026 Rainbow Sidekick Inc., Grant Participation Agreement

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

Department Director: Carl Williams, Parks and Recreation