

AGENDA
REGULAR HYBRID MEETING
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
Monday– September 13, 2021
3:30 PM
CITY HALL – 8th Floor Conference
100 NORTH ANDREWS
FORT LAUDERDALE FL, 33301

- | | | |
|-------|---|---|
| I. | Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. | Nomination and Selection
Chair and Vice Chair Positions | Cija Omengebar
CRA Planner |
| III. | Approval of Meeting Minutes <ul style="list-style-type: none">• Regular Meeting August 9, 2021 | BID Chair |
| IV. | Post Event Presentation
Fort Lauderdale Air Show | Bryan Lilley
Manager
Lauderdale Air Show
LLC |
| V. | BID Manager Update <ul style="list-style-type: none">• Co-op Promotional Campaign Update | Tasha Cunningham
BID Manager |
| VI. | Communications to the City Commission | BID Chair |
| VII. | Old/New Business <ul style="list-style-type: none">• Lifeguard Towers Update• Bus Terminal Update• Food and Beverage – member update• Funding Requests• October Agenda Suggested Items<ul style="list-style-type: none">1) Marina MOT Presentation2) CIP Update – South Beach Parking Lot Infrastructure | Cija Omengebar
CRA Planner |
| VIII. | Adjournment | BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – OCTOBER 11, 2021**

HYBRID MEETING - HELD BOTH IN-PERSON AND VIRTUALLY.

- TO PARTICIPATE VIRTUALLY, REGISTER ON ZOOM VIA FOLLOWING WEBLINK
<https://www.fortlauderdale.gov/government/BBID>

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

Note:

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may be in attendance at this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.

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

**Anna MacDiarmid
BID Chair**

**II. Nomination and Selection
Chair and Vice Chair Positions**

**Cija Omengebar
CRA Planner**

- III. Approval of Meeting Minutes**
- **Regular Meeting August 9, 2021**

BID Chair

DRAFT

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING**

**Monday, August 9, 2021, 3:30 P.M.
CITY HALL, 8th Floor Conference Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301**

MEMBERS	September 2020 – August 2021				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	12	0	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	12	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	8	4	0	0
Greater FTL Chamber of Commerce <u>Aiton “AJ” Yaari (until 5:12 p.m.)</u>	P	9	2	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	9	3	0	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	P	7	5	0	0
Beach Redevelopment Adv. Board <u>Jason Hughes</u>	P	11	1	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	10	2	0	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	5	2	0	0

Staff

Cija Omengebar, CRA Planner
Clarence Woods, Northwest CRA Manager
Tasha Cunningham, BID Manager
Arianne Glassman, Website Manager
Lisa Tayar, Prototype, Inc.

Guests

Ina Lee
Lisa Scott-Founds
Von Freeman

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

Cija Omengebar, CRA Planner, explained Cynthia Yalcindag was present for the Ritz Carlton Hotel but was not yet a voting member of the Committee.

II. Approval of Meeting Minutes

- **Regular Meeting – July 12, 2021**

Motion made by Mr. Fleming, seconded by Mr. Hughes, to approve the minutes of the July 12, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

III. Funding Request – Winterfest Parade Viewing & Festival (\$25,000)

Lisa Scott-Founds, Winterfest, Inc. President/CEO, made a PowerPoint presentation outlining the Winterfest event and its new location. She noted this was the 50th anniversary of the free event. Ms. Scott-Founds discussed circulation of promotions and shared examples of advertisements. She reviewed media partners and the social media campaign for the event.

Chair MacDiarmid asked for clarification on the 34 percent number Ms. Scott-Founds had referenced for hotels. Ms. Scott-Founds explained the source was the Convention and Visitors Bureau.

Chair MacDiarmid stated the time period of the parade is already busy for hotels, so they need to make sure the number is accurate. She asked if anyone was reaching out to hotels. Ms. Scott-Founds responded that the plan for doing so was still being put together. She discussed efforts to expand promotion within the organization.

Mr. Yaari stated the new location would be a change of 180 degrees for the event. He stated the trolleys were back in service and encouraged partnership to utilize the service,

such as putting an advertisement insert on the trolley or adding a logo. He added that he thought the \$25,000 was fair.

Mr. Hughes asked if there would be grandstands. Ms. Scott-Founds stated there would not be grandstands, but they may offer chairs. She reviewed ideas for a seating area and a VIP opportunity. She outlined the timeline and stated they expect entertainment after the parade.

Mr. Fleming noted the BID often helps events to get established, but the Winterfest Parade had been around for a long time. He asked why they were asking for assistance this year. Ms. Scott-Founds responded that with the new location, the event needed assistance with promotions and growth. She noted the event is non-profit. Discussion continued regarding cross-promotion, sponsorships, and the television show.

Ms. Omengabar discussed potential voting conflicts related to the grant requests and outlined the process for Board members excusing themselves from a discussion or vote. Discussion ensued.

Motion made by Mr. Yaari, seconded by Mr. Hughes, to approve the application and grant \$25,000 to Winterfest. In a voice vote, the **motion** passed unanimously (8-0).

Chair MacDiarmid encouraged the event's organizers to reach out to hotels on the beach and to work with committees that aggregate.

IV. Funding Request – Las Olas Oceanside Park Activation (\$190,500)

Mr. Yaari excused himself from voting due to a conflict, as Ms. Glassman represents several of his companies.

Arianne Glassman, rAv Communications, shared a PowerPoint presentation reviewing the plan for activating Las Olas Oceanside Park through Fiscal Year 2021-22. She discussed the ongoing system for polling people about what brought them to the park, and what they do once they come to the beach. Ms. Glassman explained the funding request and stated it would cover 96 events. She briefly reviewed events planned, including Christmas and New Year's Eve concerts.

Ms. Glassman stated between these events and events planned through Parks and Recreation, there were 132 days of activation planned for Las Olas Oceanside Park over the course of the year. She discussed a recent death on the beach and safety concerns, and shared thoughts on how activating the park improves security.

Chair MacDiarmid asserted that hotel guests were not getting enough information about events and activities happening. She asked how to reach those people and how local businesses can help. Ms. Glassman shared details of the portal which had been set up to make digital assets available, including posters, calendars, and advertisements.

Chair MacDiarmid asserted posters could go to every hotel to use according to their individual brand standards.

Ina Lee stated she would be providing a full-page of events in December and January at no charge.

Ms. Glassman continued discussing marketing tools, including newsletter opt-ins and Eventbrite registrations.

Mr. Fleming noted there would be construction around the parking garage beginning in the fall which he had been told would impact traffic. He asked if there were concerns about the construction impacting any of the events. Ms. Glassman responded briefly regarding timing of construction schedules and events. She stated events had been moved to Las Olas Oceanside Park as needed.

Mr. Hughes pointed out several of the events incorporated in the request were funded separately in Fiscal Year 2020-21 and asked for clarification. Ms. Glassman responded that the events were bundled into the request. She noted Love is in the Air was not in the request because that proved itself as an event that could self-support financially. She reviewed items which were not included in the budget presented.

Ms. Lee asserted Ms. Glassman had fulfilled a vision to activate the area from nothing, pulling all ethnicities, ages, etc. together. She stated it made the beach different.

Ms. Omengebar reviewed the budget numbers. The Board discussed funds available and uncommitted funds.

Chair MacDiarmid highlighted the importance of balancing the number of requests against the overall BID budget.

Mr. Fleming stated the value provided was worth the expense.

Ms. Namour agreed and discussed adding electronic advertisements to the monitors at the hotels.

Motion made by Mr. Fleming, seconded by Ms. Namour, to approve the application and grant \$190,500 to activation of Las Olas Oceanside Park. In a voice vote, the **motion** passed unanimously (7-0). Mr. Yaari did not vote.

V. Funding Request – Audacy Beach Festival (\$750,000 or \$300,000)

Ms. Namour stated she had a relationship with Von Freeman, but did not have any current contracts with Audacy Operations, Inc.

Von Freeman, Audacy Operations, Inc., shared a PowerPoint presentation reviewing the events planned. He outlined the plan to reach 24 million people through social media to

drive people toward Fort Lauderdale Beach. He discussed the bands that had participated in the past and those planned for the coming event. Continuing, Mr. Freeman reviewed the marketing efforts the festival would be undertaking and discussed messaging. He briefly discussed partners already on board.

Chair MacDiarmid noted the ask was for a grant of \$750,000 for three (3) years or \$300,000 for one (1) year.

The Board and staff discussed how the festival fit into the calendar of events at the beach.

Mr. Yaari commented on the ability to enter and reenter and stated not locking in participants creates more flow and is better for the surrounding businesses. Mr. Freeman stated there were safety issues, but he would bring the discussion back to the other organizers. Discussion continued regarding event entry and ticket prices.

Ms. Omengabar explained to the Board that there was enough money in the budget to fund the first year of the request. She discussed options available to the Board.

Mr. Freeman addressed the media campaign associated with the event, noting it was 12 weeks of promotion.

Mr. Yaari asked if the event was able to move forward if the BID did not fund it. Mr. Freeman responded that they would do what they could if funds were denied. He stated they would rather put the event on in concert with the BID.

Chair MacDiarmid stated she liked the large reach of the event.

Ms. Namour added that it was a great way to bring Fort Lauderdale beach back with a bang. She stated she liked Mr. Yaari's suggestion that participants be able to come and go from the event.

Mr. Estevez suggested ticket prices be increased to better support the event's budget. Discussion ensued regarding the costs associated with attending the event.

Discussion continued regarding wanting people to be able to go in and out of the event and whether to make it a contingency of the funding.

Mr. Yaari suggested that if the organizers did not follow the suggestion, the Board could consider that when discussing funding the event next year.

Ina Lee commented that the BID had chosen the dates for this event in the past because it was a lull weekend. She stated the most important part was the media coverage and national publicity.

Mr. Freeman discussed acts planned for the event, noting they were not yet public.

Motion made by Mr. Estevez, seconded by Mr. Medeiros, to approve the application and grant \$750,000 over three (3) years for the Audacy Beach Festival. In a voice vote, the **motion** passed unanimously (8-0).

VI. BID Manager Update

- **Co-Op Promotional Campaign Update**

Chair MacDiarmid thanked Tasha Cunningham, BID Manager, for her efforts to update and streamline BID operations.

Ms. Cunningham gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She shared a video from the Condé Nast portion of the campaign and stated the e-blast had gone out on August 3. She stated the Odyssey videos would be shooting later in the month.

Mr. Yaari stated the video had a lot of conflict, and asserted it was put together by someone who clearly did not know anything about Fort Lauderdale Beach.

Ms. Cunningham explained the entire Board had voted on a survey to determine the content of the video.

Mr. Yaari stated the video did not represent the beach but special interests.

Mr. Yaari left the meeting at 5:12 p.m.

Chair MacDiarmid asserted everyone was entitled to their own opinion. She noted everyone had voted on the video content separately and added that everyone who participates on the Board does so because they want to commit to Fort Lauderdale Beach.

- **Airshow Update**

Ms. Cunningham shared an update on the airshow and stated the organizers would be doing a post-event presentation in the future.

- **Miscellaneous**

Mr. Fleming asked for clarification on the budget. He asked if the Board decided to fund more projects, whether they could pull additional money from reserves. Ms. Omengabar responded that they could and stated she could put the item on the agenda for the October meeting. She reviewed the process for budget approval.

VII. Communications to the City Commission

None.

VIII. Old/New Business

- **TBD Special Meeting – Marketing Strategy Discussion**

Ms. Omengabar stated the Board had discussed marketing at the July meeting, but the website details needed to be hashed out. She explained that effort would require collaboration between the BID Manager and the Website Manager, and stated once the parties had a presentation ready, she would reach out to the Board to schedule a special meeting for discussion.

- **September Meeting Agenda Item Recommendations**
 - **South Beach Parking Lot Infrastructure Project**
 - **Las Olas Marina Project MOT Presentation**
 - **Airshow Post Event Presentation**
 - **Redefining Contract Scopes**

Ms. Omengabar shared items planned for the August agenda and asked for feedback. She noted there was some overlap between the contracts for the BID Manager and Website Manager which needed to be discussed and explained those briefly.

Chair MacDiarmid expanded on the contract conflict and history of the issue.

- **General Updates**

Mr. Fleming asked if it was possible to have someone from the City come to discuss traffic flow for events. Discussion on traffic control ensued.

Mr. Estevez stated tree roots lifting pavers was becoming dangerous. He agreed to send photos to Ms. Omengabar.

Chair MacDiarmid stated the bus shelters along A1A had not been fixed.

Ms. Namour brought up issues with homeless individuals. Discussion ensued briefly.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 5:21 p.m. The next Regular Meeting of the BID is scheduled for September 13, 2021, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

Winterfest PowerPoint presentation
Las Olas Park Activation PowerPoint presentation
Audacy Beach Festival PowerPoint presentation
BID Manager Update PowerPoint presentation

**IV. Post Event Presentation
Fort Lauderdale Air Show**

**Bryan Lilley
Manager
Lauderdale Air Show
LLC**



May 8-9, 2021

2021 Fort Lauderdale Air Show

A signature event for the community

- ✈️ General viewing was and always has been free of charge**
- ✈️ The two mile wide stage-in-the-sky allowed people to spread out**
- ✈️ Spectators watched from the beach, their backyard, boat or hotel balcony**
- ✈️ It was held responsibly via our Stay Safe and Separate Initiatives**
- ✈️ It attracted destination visitors and boosted hotel occupancy**
- ✈️ It was an uplifting and inspiring event for local residents of Broward County**

2021 Fort Lauderdale Air Show

Four Month Geographic and Visitor Info

from FortLauderdaleAirShow.com - January 1 - May 10, 2021

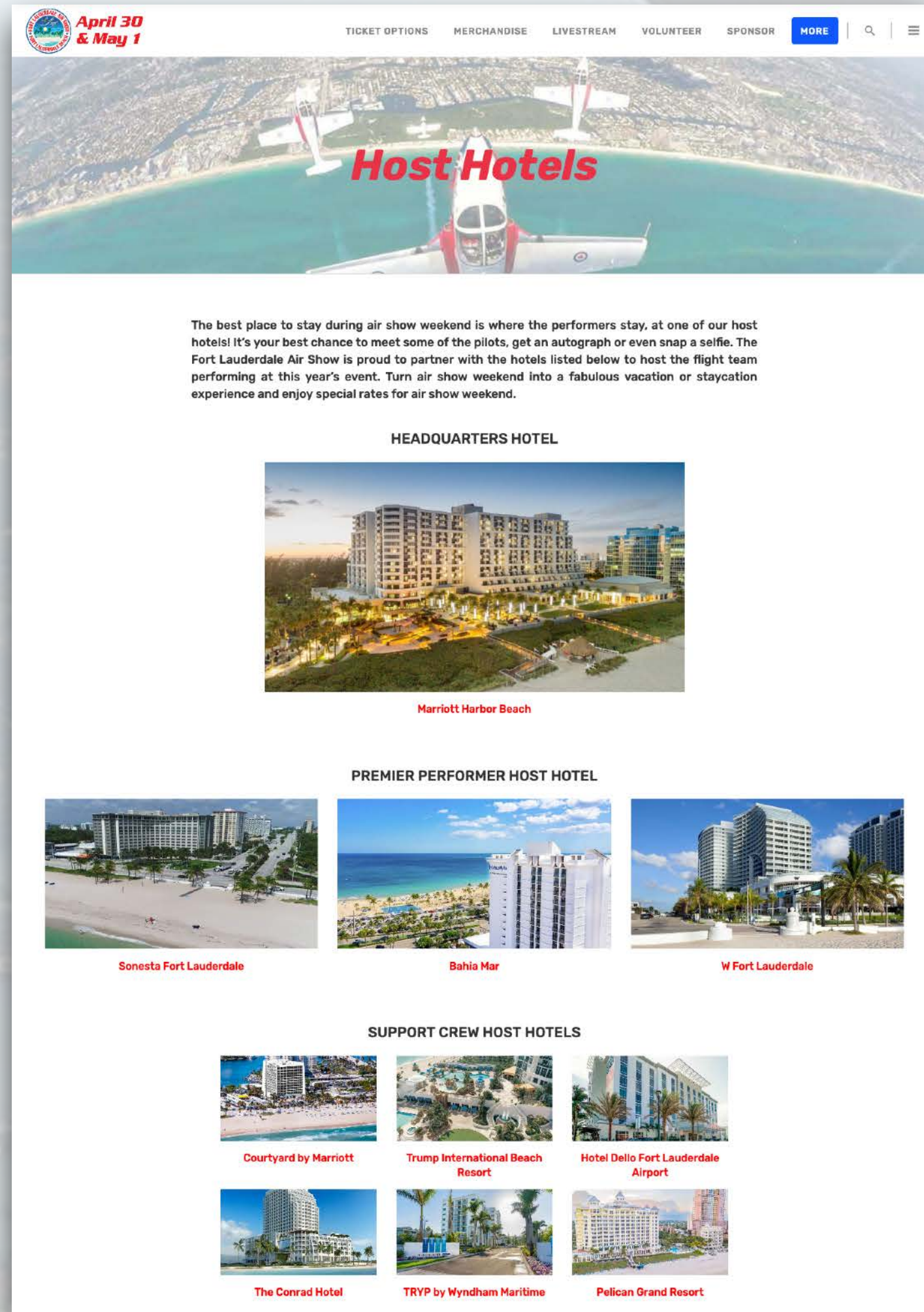
- ✈️ 270,213 sessions (total visits)
- ✈️ 185,151 users (unique visitors)
- ✈️ 3,556 users from outside the USA
- ✈️ 21,430 users from outside Florida
- ✈️ 160,165 users from inside Florida

160,165 Florida visits came from:

- ✈️ 41,371 from outside the metro area
- ✈️ 118,794 from Fort Lauderdale/Miami

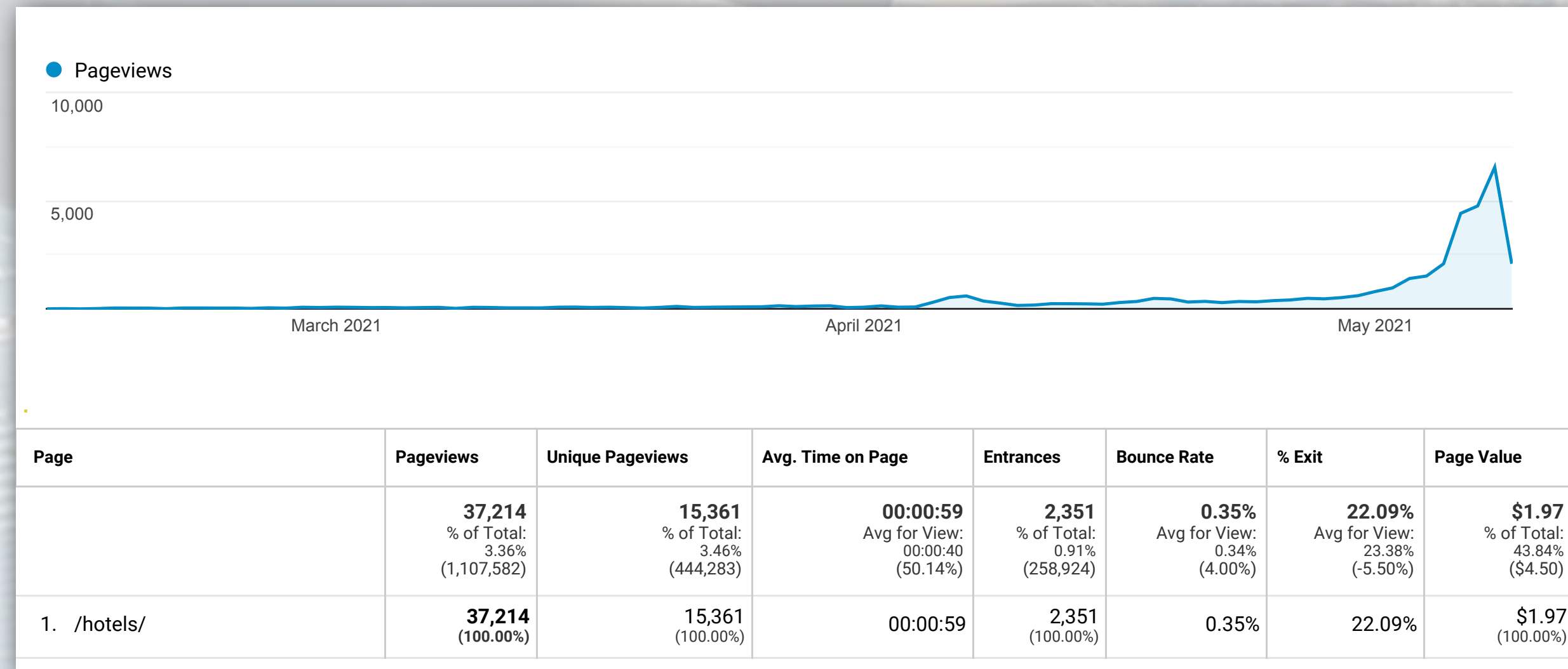
Host Hotel Page Traffic

from February 12 - May 9, 2021



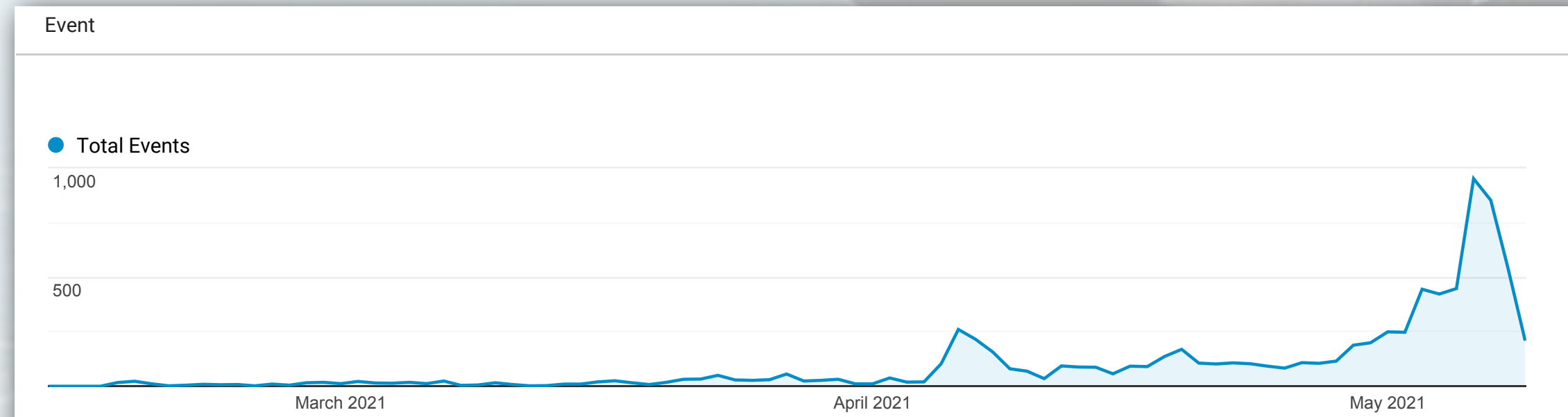
Host Hotel Page Analytics

- ★ 37,214 total visits in three months
- ★ 15,361 unique visitors in three months



Host Hotel Page Referrals

from February 12 - May 9, 2021



Event Action	Total Events	Unique Events	Event Value	Avg. Value
	8,234 % of Total: 8.74% (94,241)	7,039 % of Total: 9.49% (74,165)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. Click Marriot Harbor Beach Image	2,109 (25.61%)	1,769 (25.13%)	0 (0.00%)	0.00
2. Click Bahia Mar Image	1,075 (13.06%)	920 (13.07%)	0 (0.00%)	0.00
3. Click Courtyard Marriott Image	932 (11.32%)	783 (11.12%)	0 (0.00%)	0.00
4. Click Sonesta Image	904 (10.98%)	763 (10.84%)	0 (0.00%)	0.00
5. Click Trump Resort Image	889 (10.80%)	761 (10.81%)	0 (0.00%)	0.00
6. Click Pelican Grand Image	835 (10.14%)	741 (10.53%)	0 (0.00%)	0.00
7. Click W Hotel Image	544 (6.61%)	470 (6.68%)	0 (0.00%)	0.00
8. Click TRYP by Wyndham Maritime Image	398 (4.83%)	330 (4.69%)	0 (0.00%)	0.00
9. Click Conrad Image	325 (3.95%)	305 (4.33%)	0 (0.00%)	0.00
10. Click Dello Hotel Image	223 (2.71%)	197 (2.80%)	0 (0.00%)	0.00

Hotel Click-thru Tracking

★ 8,234 total click thrus to ten different hotels

★ 7,039 unique click thrus (unique visitors)

Referrals were direct to the website URL provided by each hotel

The program level positioning (headquarter, performer or support hotel) and date of entry for each hotel impacted referrals





***Fort Lauderdale
was the second
destination on the***

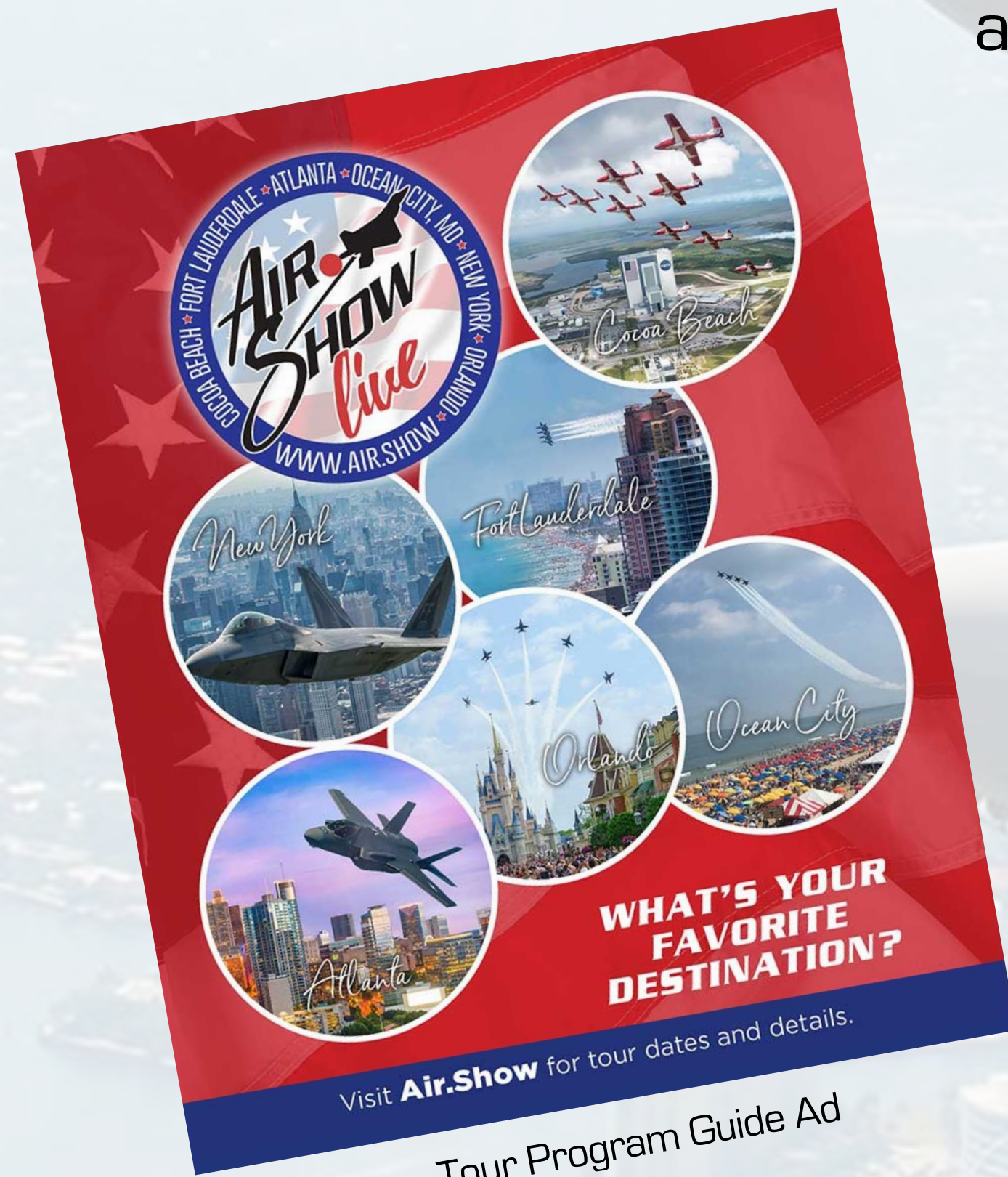


2021 Tour



AirDotShow Live Tour

Fort Lauderdale promotion at every tour destination and on the tour website and social media channels



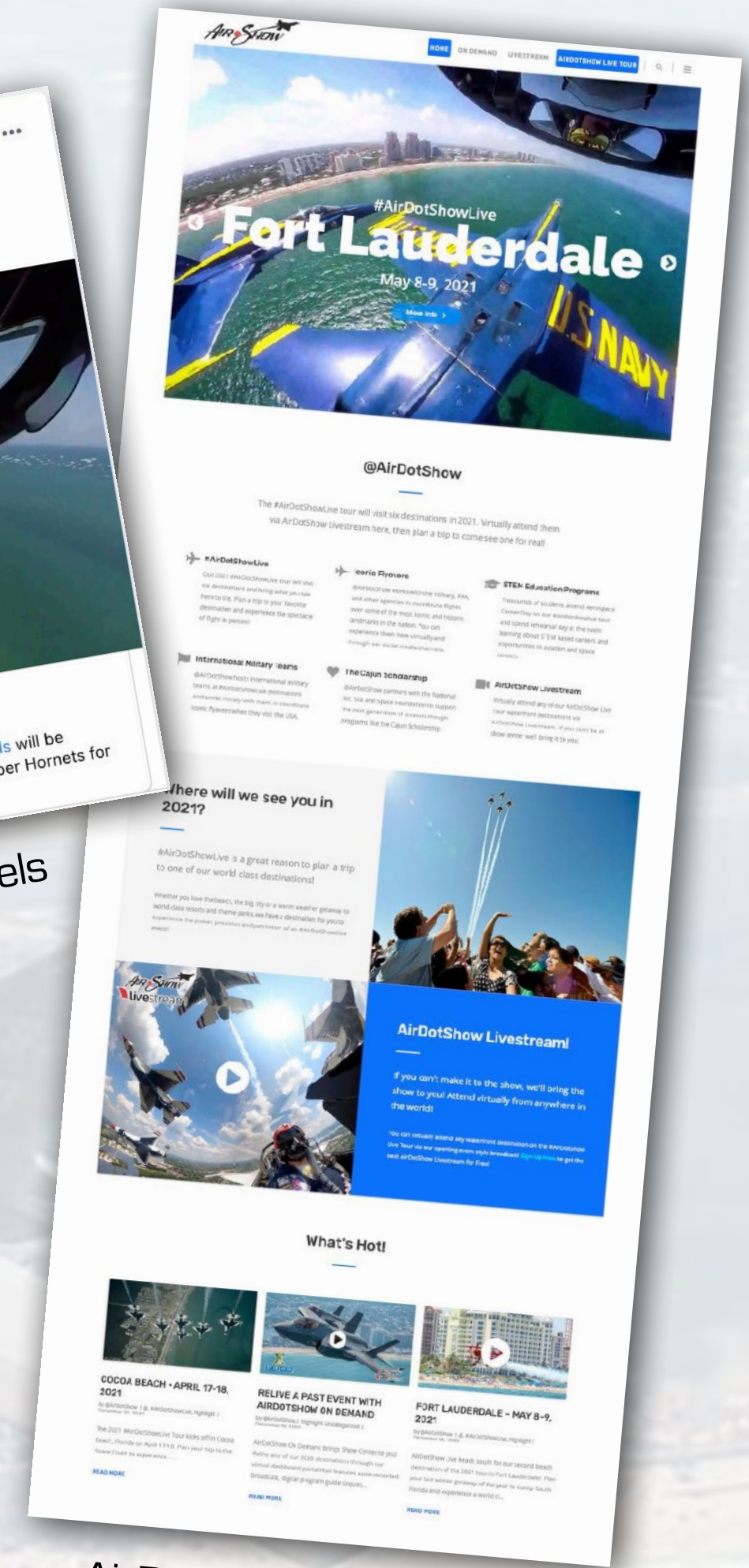
Coin Backs



Patches & Team Shirts



Social Media Channels



AirDotShow Home Page



Volunteer Shirts

AirDotShow Livestream

Virtually attending the Fort Lauderdale Air Show

- ✈️ **For those who didn't make it to Show Center, we brought Show Center to them**
Livestream was a game style broadcast with the narration, over 28,000 viewers, average viewing time 33 minutes
- ✈️ **Viewers provided contact info to get free access to the Livestream**
The Livestream created a channel to engage the general viewing audience and acquire their contact info
- ✈️ **Viewers were able to virtually attend from around the nation and the world**
Viewers from all 50 states and 97 countries virtually attended the 2021 Fort Lauderdale Air Show
- ✈️ **AirDotShow On Demand providing a year-round opportunity to attend post-event**
Aviation enthusiasts around the nation and the world continue to attend the 2021 event virtually on demand
- ✈️ **The Livestream broadcast promoted the destination to future attendees**
Experiencing the show virtually encourages viewers to plan a trip to Fort Lauderdale to attend in the future

V. BID Manager Update
• Co-op Promotional Campaign

Tasha Cunningham
BID Manager

VI. Communications to the City Commission BID Chair

VII. Old/New Business

Cija Omengebar

- **Lifeguard Towers Update**
- **Bus Terminal Update**
- **Food and Beverage – member update**
- **Funding Requests**
- **October Agenda Suggested Items**
 - 1) **Marina MOT Presentation**

CRA Planner

2) South Beach Parking Lot Infrastructure Project

Solicitation 12479-515

Call to Florida Artists - Lifeguard Towers

Bid Designation: Public



City of Fort Lauderdale

Bid 12479-515 Call to Florida Artists - Lifeguard Towers

Bid Number **12479-515**
Bid Title **Call to Florida Artists - Lifeguard Towers**

Bid Start Date **In Held**
Bid End Date **Jan 20, 2021 2:00:00 PM EST**
Question & Answer End Date **Jan 6, 2021 5:00:00 PM EST**

Bid Contact **AnnDebra Diaz, CPPB**
Procurement Administrator
Procurement
954-828-5949
adiaz@fortlauderdale.gov

Contract Duration **One Time Purchase**
Contract Renewal **Not Applicable**
Prices Good for **Not Applicable**

Item Response Form

Item **12479-515--01-01 - Call to Florida Artists - Lifeguard Towers**
Quantity **1 each**

Prices are not requested for this item.

Delivery Location **City of Fort Lauderdale**
No Location Specified

Qty 1

Description

This Call to Artist is open to professional artists who are eighteen years of age or older and reside in the State of Florida.



FORT LAUDERDALE BEACH – FOUR LIFEGUARD TOWERS

CALL TO FLORIDA ARTISTS



Fort Lauderdale Beach – Four Lifeguard Towers

Due: January 20, 2021

The City of Fort Lauderdale is seeking to commission one artist or artist team to design and install artwork that enhances four lifeguard towers. The towers are located on the beach in the City's business district, between Sunrise Boulevard and Seabreeze Boulevard.

The lifeguard towers present an opportunity for highly visible and vibrant artwork that contributes to the culture of the community and a sense of place.

Fort Lauderdale Beach

The beach is an economic anchor for the City of Fort Lauderdale and is one of the most sought out community spaces for special events. The business district along A1A and the beach is one of the busiest tourist attractions in Fort Lauderdale. Tourism is Greater Fort Lauderdale's second largest industry. In 2018, there were more than 8 million overnight hotel stays and more than \$1.3 billion generated in hotel revenue. Visitors selected Greater Fort Lauderdale as their destination of choice and \$86.9 million was spent in tourist development tax collections. For every 85 visitors to Broward County, it is estimated that one job is created.

Art at Fort Lauderdale Beach

Art in public places is an important part of the culture of a diverse community such as Fort Lauderdale. While not only aesthetically pleasing, public art provides opportunities for local artists to contribute to



the image and economics of the City and expose residents and visitors to the diversity and culture that makes Fort Lauderdale unique.

Site and Design Parameters

Fort Lauderdale Ocean Rescue supervises three miles of public beach from the South Beach Picnic Area up to the beach at the northern point of Hugh Taylor Birch State Park. In the guarded areas of the beach, there are 20 year-round, permanently staffed lifeguard towers spaced between 200 and 400 yards apart.

The four lifeguard towers selected for this project are located at the following addresses:

- 1) 1000 Seabreeze Boulevard (lifeguard tower 2).
- 2) 496 South Fort Lauderdale Beach Boulevard (lifeguard tower 5),
- 3) 296 South Fort Lauderdale Beach Boulevard (lifeguard tower 6), and;
- 4) 126 South Fort Lauderdale Beach Boulevard (lifeguard tower 7).

The selected artwork will withstand humid outdoor environments and meet Florida building codes. The use of durable vinyl wrapping is preferred. The signage for beach warning flags, rip currents, lifeguard on or off duty, and tower number must be easily visible. See image below for current signage:





Shortlisted artist will be provided with detailed information about the lifeguard towers, including the size of each tower.

Artist Services

The selected artist will be required to enter into an agreement with the City, visit the sites, and install the artwork.

Art Project Budget

The total budget established for this project will not exceed \$40,000. The budget must include Artist's design fee, presentation expenses, meetings with City and stakeholders, engineering, artwork fabrication, delivery, installation, insurance, travel, Artist's contingency, and all applicable taxes.

Artist Eligibility

This Call to Artist is open to professional artists who are eighteen years of age or older and reside in the State of Florida. Artists with all levels of experience are encouraged to apply.

Applicants should demonstrate through their submission materials that they have the skills and experience to successfully complete the project.

The City of Fort Lauderdale understands the City's cultural vibrancy is due to its diversity. As such, the City acknowledges that all cultures are vital to the arts and the promotion of a culturally democratic world.

Application Process and Selection Criteria

The City of Fort Lauderdale manages the application process. The Public Art and Placement Advisory Board will review qualifications. This Board is made up of City residents with knowledge of public art. The Board shortlist of applicants will be based on the excellence of past work, as demonstrated by the visuals and other submission materials. The Board also considers the versatility and appropriateness of the media in which the applicant has demonstrated proficiency, as it relates to the scope of this project. Experienced and emerging artists are encouraged to apply.

Shortlisted Artists will be invited to develop conceptual design proposals to present to the Board. Artists will receive information about the project and have a minimum of one (1) month to prepare a conceptual design proposal for review by the board. Shortlisted artists will be paid an honorarium for the proposal and presentation. Proposals must include a written narrative, visual materials necessary to convey the initial concept or approach to the project, estimated project budget, schematic project schedule, and future maintenance schedule. Proposals, including materials, become property of the City and will not be returned. Shortlisted Artists must submit digital files of their full presentation five (5) business days prior to the scheduled date of the presentation. The City reserves the right to re-issue this Call to Artists, to reject any and all responses to this Call to Artists, and to negotiate with any qualified Artist selected for this project.

The Public Art and Placement Advisory Board will make the final recommendation of artwork selection to the City Commission.



Anticipated Art Project Schedule

Shortlisting of Proposals: Spring 2021

Interviews and/or Conceptual Design Proposal Selection: TBD

Artwork Completion and Installation: TBD

Application Requirements

Applications must be submitted via BidSync via the below link.

<https://www.bidsync.com>

Bids must include:

- **Resume**
- **Electronic Images** – Submit 10 digital images of relevant work. Artists are encouraged to submit work samples that best illustrate their qualifications for this opportunity. Each digital image must feature a single work.
- **Annotated Image List** – include name of artist, title of work, year, media, size, and location of artwork and/or project, project budget, image number and any other relevant information.

NOTE: Hard copy materials will not be accepted for this Call to Artists.

Application Deadline

January 20, 2021

Questions

Carl Williams, Parks and Recreation Deputy Director

Phone: (954) 828-5804

Email: cwilliams@fortlauderdale.gov

Public Art and Placement Advisory Board Members

- Bonnie Barnett
- Bonnie Clearwater
- Francie Bishop Good
- Martha Gutiérrez SteinKamp
- Michelle Howland
- “Phoenix” Lynn Marks
- Sarah Glass

Question and Answers for Bid #12479-515 - Call to Florida Artists - Lifeguard Towers

Overall Bid Questions

There are no questions associated with this bid.

Cija Omengebar

From: Nina Verzosa
Sent: Friday, August 27, 2021 1:02 PM
To: Cija Omengebar
Cc: Lisa Marie Glover
Subject: RE: Question - Bus Shelter on the Beach Inquiry
Attachments: Fort Lauderdale Beach Shelter - in front of Conrad.jpg

Good morning Cija,

I checked the shelters. Unfortunately, the maps in the shelters have not yet been replaced and the map case in front of Conrad is broken (please see attached photo).

We will follow-up with BCT regarding the maps. We have requested it from them last June but they have not yet replaced them. For the broken map case, we will lodge a request for Facilities to fix it. We might have to purchase the materials from the manufacturer, which usually takes 2 months to be shipped especially if the material needs to be fabricated.

As for the cleaning, our Parks and Recs team immediately responded and cleaned the bus shelters along the Beach on 06/09/21. However, typically, they follow a six-week cycle in cleaning the shelters. They only have three people doing the work so they are spread thin and are unable to clean the shelters daily. We are trying to look for funding opportunities so that we can better maintain these shelters.

Thank you and have a good weekend!

Nina

Nina Verzosa
City of Fort Lauderdale
Transportation and Mobility Department
Transit Planner
P 954-828-5217 | M 954-299-6344

NVerzosa@fortlauderdale.gov

www.fortlauderdale.gov



Under Florida law, most e-mail messages to or from City of Fort Lauderdale employees or officials are public records, available to any person upon request, absent an exemption. Therefore, any e-mail message to or from the City, inclusive of e-mail addresses contained therein, may be subject to public disclosure.

From: Cija Omengebar <COmengebar@fortlauderdale.gov>
Sent: Tuesday, August 24, 2021 10:49 AM

V. Adjournment

BID Chair