

**AGENDA**  
**REGULAR **HYBRID** MEETING**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)**  
**Monday– October 18, 2021**  
**3:30 PM**  
**CITY HALL – 1<sup>th</sup> FLOOR CHAMBER ROOM**  
**100 NORTH ANDREWS**  
**FORT LAUDERDALE FL, 33301**

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|------|---|---|
| I.   | Call to Order/Roll Call<br>Quorum   | Anna MacDiarmid<br>BID Chair                      |
| II.  | Approval of Meeting Minutes <ul style="list-style-type: none"><li>• Regular Hybrid Meeting September 13, 2021</li></ul>   | Anna McDiarmid<br>BID Chair                       |
| III. | Sponsored Event Update \$150,000<br>Tortuga Music Festival Update   | Chris Stacey<br>Founder<br>Tortuga Music Festival |
| IV.  | Recommendation for Budget Amendment <ul style="list-style-type: none"><li>• City Service Charges</li><li>• Events Funding</li></ul>   | Sarah Spurlock<br>Nighttime<br>Economy Manager    |
| V.   | BID Manager Update <ul style="list-style-type: none"><li>• Co-op Promotional Campaign Update</li><li>• Funding Application Prospects</li><li>• Food and Beverage Program</li></ul>  | Tasha Cunningham<br>BID Manager                   |
| VI.  | Communications to the City Commission   | Anna MacDiarmid<br>BID Chair                      |
| VII. | Old/New Business <ul style="list-style-type: none"><li>• Upcoming Events</li><li>• Rebranding Strategy Meeting</li><li>• BID Application</li><li>• November 8 Meeting Agenda Item Recommendations<ol style="list-style-type: none"><li>1. Funding Applications and Presentations</li><li>2. Las Olas Marina MOT Plans Presentation</li><li>3. Co-op Campaign Presentation</li></ol></li></ul> | Cija Omengebar                                    |
| V.   | Adjournment   | Anna MacDiarmid<br>BID Chair                      |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – NOVEMBER 8, 2021**

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**HYBRID MEETING ALLOWS FOR VIRUTAL PARTICIPATION; MUST BE REGISTER ONLINE TO PARTICIPATE:**

<https://www.fortlauderdale.gov/departments/city-clerk-s-office/advisory-boards-committees-authorities-agendas-and-minutes/beach-business-improvement-district-advisory-committee>

**Purpose:**

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

**Goals and Objectives:**

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.
- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

**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. Approval of Meeting Minutes**
- **Regular Hybrid Meeting September 13, 2021**

**Anna McDiarmid**  
**BID Chair**

**DRAFT**

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

**Monday, September 13, 2021, 3:30 P.M.  
CITY HALL, 8<sup>th</sup> Floor Conference Room  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301**

MEMBERS	September 2021 – August 2022				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	1	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	1	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	1	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	1	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> (at 3:34 p.m.) Laurie Johnson, Alternate	P	1	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Ken Elizondo, Alternate	P	1	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	1	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	1	0	0	0

## **Staff**

Tasha Cunningham, BID Manager  
Sarah Spurlock, Nighttime Economy Manager  
Cija Omengebar, CRA Planner/Liaison  
Clarence Woods, Northwest CRA Manager  
Arianne Glassman, Website Manager  
Tamieka McGibbon, Senior Budget & Management Analyst  
Crysta Parkinson, Prototype, Inc.

## **Guests**

Ina Lee  
Bryan Lilley, Presenter

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

The meeting was called to order at 3:30 p.m. by outgoing Chair MacDiarmid. It was noted that a quorum was present. Chair MacDiarmid read a statement outlining the purpose of the BID.

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

**Motion** made by Chair MacDiarmid, seconded by Mr. Kusich, to nominate Anna MacDiarmid as Board Chair. In a voice vote, the **motion** passed unanimously.

**Motion** made by Chair MacDiarmid, seconded by Mr. Kusich, to nominate Michael Fleming as Board Vice Chair. In a voice vote, the **motion** passed unanimously.

### **III. Approval of Meeting Minutes**

- **Regular Meeting – August 9, 2021**

**Motion** made by Mr. Fleming, seconded by Mr. Kusich, to approve the minutes of the August 9, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

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

Bryan Lilley, Manager, Lauderdale Air Show, LLC gave a post-event presentation on the May 2021 event. He stated the event featured the U.S. Navy Blue Angels. He stated a large number of people had attended in the BID area, and the Stay Safe and Separate Initiatives had been successful in allowing people to spread out and enjoy the event successfully. Mr. Lilley shared statistics from the show's website, including 270,213 total visits to the site.

Mr. Lilley reviewed the host hotel page traffic, which had 37,214 total visits and 15,361 unique visitors. He discussed efforts to market Fort Lauderdale as a destination as part

of a promotion regarding the six (6) locations where they host events. Continuing, Mr. Lilley shared virtual attendance information and stated viewers from all 50 states and 97 countries had virtually attended the show. He noted the event was now available on demand to continue to attract visitors to Fort Lauderdale. He stated the next event was scheduled for April 30 and May 1, 2022.

Chair MacDiarmid asked if there was information available on how many room nights were booked. Mr. Lilley stated that was more elusive to track, as the referrals were as far as the organizers could track without information from the hotels.

Chair MacDiarmid stated the hotels could provide that information if organizers reached out. Mr. Lilley added that in other locations, hotels had provided micro-sites for tracking purposes. He stated they had found the public did not always enter codes.

Mr. Medeiros noted it would be helpful for each hotel to set up a code next year, so the data was available. Mr. Lilley stated the organizers would be happy to work with individual hotels to track the bookings. Discussion continued regarding options for tracking hotel bookings.

Mr. Kusich stated his recommendation would be for individual hotels to create a package next year to assist with tracking.

CRA Planner Cija Omengebar asked Mr. Lilley if the event would be requesting the same amount for 2022. Mr. Lilley stated they would be and would get an application in soon.

## **V. BID Manager Update**

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She stated the next phase of the campaign was the Audacy videos, "Best Places to Stay." She explained the videos were almost complete and ready for review before going live, and would feature Conrad, B Ocean, Sonesta, Casablanca, Bo's Beach, and 3030 Ocean.

Continuing, Ms. Cunningham stated a post-campaign presentation with Visit Lauderdale would be scheduled for the November meeting, to include analytics and details. She noted the next step was the create the "Best Places to Dine" videos.

Ms. Cunningham shared the print ads for the Concours event and explained it would be running in Travel Host magazine and Classic Motorsports magazine, along with being distributed as a flyer to event partners. She noted a PDF copy would be sent to Board members for distribution to their networks. Ms. Cunningham shared the four (4) part e-blast scheduled to promote the ad, featuring a prominent BID logo and link to the BID website. She explained the e-blast would run four (4) times before the event.

Ms. Cunningham provided a brief update on conversations with the Audacy Beach Festival team. She stated the event was not going to offer wristband reentry as requested at the last meeting because organizers said they were unable to do the reentry logistically but added they would look at it in the future. She explained both the Matador and Audacy videos from the Visit Lauderdale would be shown on digital screens throughout the event. Continuing, Ms. Cunningham stated she and Arianne Glassman were working with City staff on putting together a sweepstakes to do ticket giveaways for the event. She said she would provide an update when the legalities were worked out.

Ms. Cunningham shared a newly refreshed BID funding application. She explained the previously cumbersome Microsoft Word document had been redesigned as a fillable PDF, streamlined with branding and a section asking applicants to purchase BID-branded promotional items to market Fort Lauderdale Beach.

Chair MacDiarmid thanked Ms. Cunningham and stated the Board should be proud of all of the improvements. She noted the Board had voted on the restaurants to be filmed for the "Best Places to Dine" videos anonymously via survey. Chair MacDiarmid said she thought it was great the videos would be shown at Tortuga.

Mr. Fleming stated that he thought BID businesses should include a basic listing on event websites sponsored by the BID.

Arianne Glassman responded that staff had just had this conversation with Audacy Beach Festival and sent an image of the 58 hotels on the My Fort Lauderdale Beach website, which includes 35 hotels within the BID zone. She stated those featured could be select hotels, those in the BID zone, or every hotel listed. She noted the website was comprehensive to the entire barrier island, not just the BID zone.

Ms. Omengebar clarified that Ms. Glassman was stating the portal for event organizers listed all 58 hotels, but the BID should be focusing on hotels within the BID area. Discussion continued regarding giving event producers a landing page for BID hotels and businesses to feature on their websites.

Ms. Glassman commented on the sweepstakes and stated there was a standard set of rules taken from the County which had been used in the past and she would send the information to Audacy if the Board approved the tickets being used in that way.

Ms. Omengebar stated she would follow up regarding the sweepstakes after the meeting.

## **VI. Communications to the City Commission**

None.

## **VII. Old/New Business**

Chair MacDiarmid shared comments she had heard on the beach over the Labor Day

weekend. She stated she had heard service was great at the Rock Bar. She noted she had seen more police presence than normal, and garbage pickup on the beach was very good that weekend. She asked if tents were allowed in the Las Olas Oceanside Park.

Sarah Spurlock, Nighttime Economy Manager, explained 10x10 pop-up canopies were allowed without a permit, but tents required permits.

Chair MacDiarmid stated it was her opinion the park did not look good with tents in it.

Mr. Fleming agreed with the comments regarding Labor Day weekend. He stated he saw the same things and thought it was great.

- **Lifeguard Tower Update**

Ms. Omengebar stated the Parks and Recreation Department had an agenda item going before the City Commission for approval of the lifeguard tower art, and once someone was hired and a contract was executed, it would be about six (6) weeks before the art was installed. She explained there was art planned for four (4) of the stands, and the details were included in the meeting backup materials.

- **Bus Terminal Update**

Ms. Omengebar stated she had been asked to provide an update on cleanliness in the bus terminal. She explained she had spoken with Parking Services, and they were on a six (6) week cleaning cycle, with only three (3) people working in the department. She stated the email response was included in the meeting backup materials.

Chair MacDiarmid asserted the terminal still had broken glass.

Ms. Omengebar agreed to follow up on the status of repair.

- **Food and Beverage – Member Update**

Ms. Omengebar stated the program for food and beverage service on the beach had been initiated by this committee and taken about five (5) years to get approval and be put in place. She explained only five (5) hotels were using the service, and apparently no one was making money on it after the \$1,000 per year cost. Ms. Omengebar explained the City had a contract with an app, but she did not believe anyone had used it. She noted the problem might be marketing.

Chair MacDiarmid noted a few hotel managers had met outside of the BID to discuss the issue and had reviewed a presentation. She explained they were looking at providing more hospitality service than what the app was providing. Ms. Omengebar asked Chair MacDiarmid to connect her with the contact person so she could talk to them about speaking at a future meeting.

Mr. Esteves stated he was in the meeting discussed with a group of five (5) others to discuss providing service on the beach. He asserted any nice resort is able to provide service on the beach, and an app just does not work. Mr. Esteves added that they had agreed they were not looking to provide services to anyone not on the beach.

- **Funding Requests**

Ms. Omengebar shared the Fiscal Year 2022 proposed budget for the BID. She reviewed the funding requests, and stated even with the \$200,000 transfer for marketing, the budget was \$33,297 over. She stated a budget amendment would also be necessary for administration and information technology.

Ms. Omengebar explained there was not enough available funds for all of the events, to at the next meeting the Board would need to discuss priorities and whether or not to close the event application portal.

Mr. Fleming stated he did not want to close requests, because he wanted to be open to what was out there, but some prioritization was needed.

Chair MacDiarmid agreed and added that they could review applications and not provide the full amount requested. She stated they could always fund 30 percent of a request if they thought an event was valuable. She noted they did not have to continue to sponsor the same events over and over just because they had in the past.

- **October Meeting Agenda Item Recommendations**
  - **Las Olas Marina Project MOT Presentation**
  - **CIP Update – South Beach Parking Lot Infrastructure**

Ms. Omengebar shared items planned for the October agenda. She stated the marina project was not finalized yet, but once it was, there would be a presentation.

Mr. Fleming asked about replacement of the grass in the park

Ms. Omengebar stated she would seek out an update on the grass and would reach out regarding the beach food service. She noted she would also bring forward a discussion regarding prioritizing event funding.

## **VIII. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:28 p.m. The next Regular Meeting of the BID is scheduled for October 11, 2021, at 3:30 p.m.

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

Attachments:

Fort Lauderdale Air Show Post-Event PowerPoint presentation  
BID Manager Update PowerPoint presentation

**III. Sponsored Event Update \$150,000  
Tortuga Music Festival Update**

**Chris Stacey  
Founder  
Tortuga Music Festival**

# TORTUGA MUSIC FESTIVAL BID BOARD PRESENTATION




# LOWS & HIGHS OF TORTUGA THROUGHOUT THE PANDEMIC

## LOWS

- INDUSTRY-WIDE SHUT DOWN
- LIVE NATION STAFF LAID OFF FOR 15 MONTHS
- REFUNDED 50% OF TICKETS
- RESCHEDULED TWICE ( OCT. 2020 & NOV. 2021)
- TRICKLE DOWN LOSSES TO MANY FESTIVAL PARTNERS: FOUNDATIONS, LOCAL COMMUNITY, HOTELS, VENDORS, SPONSORS, EMPLOYEES

## HIGHS

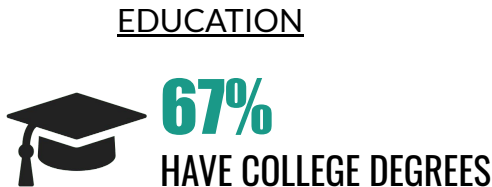
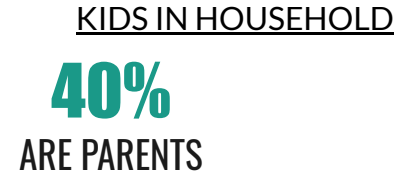
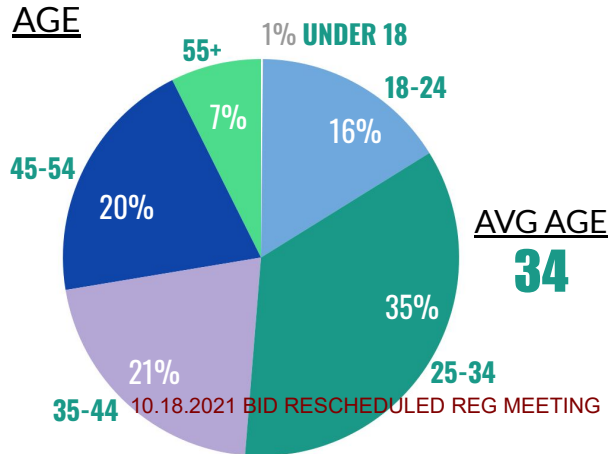
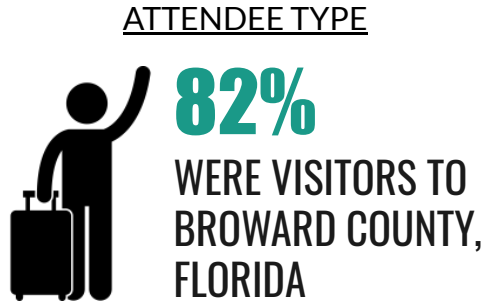
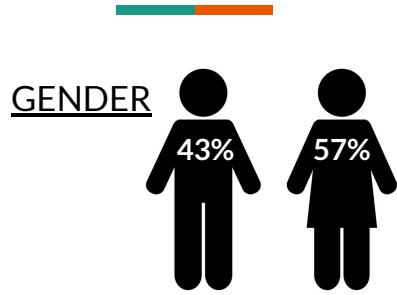
- WON THE 2020 ACM FOR **FESTIVAL OF THE YEAR** 
- MAJORITY OF STAFF BACK TO BUSINESS
- KEPT OUR BUYERS - MAINTAINED 50% OF TICKETS
- TRENDING BACK ON TRACK
- SALES HAVE RESUMED
- MARKETING CAMPAIGN UNDERWAY





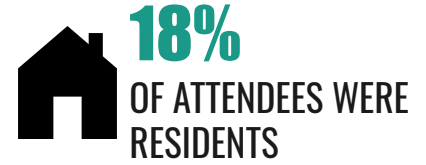
# 2019 FAN SURVEY RESULTS

## 95,000 TICKETS SOLD OVER 3 DAYS

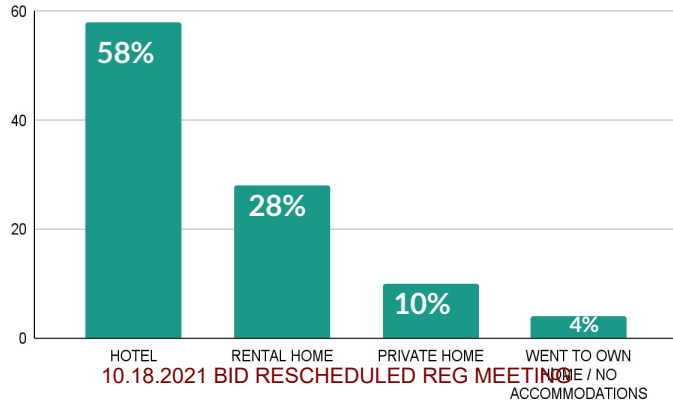


# MOST FANS WERE VISITING FORT LAUDERDALE FOR THE FESTIVAL

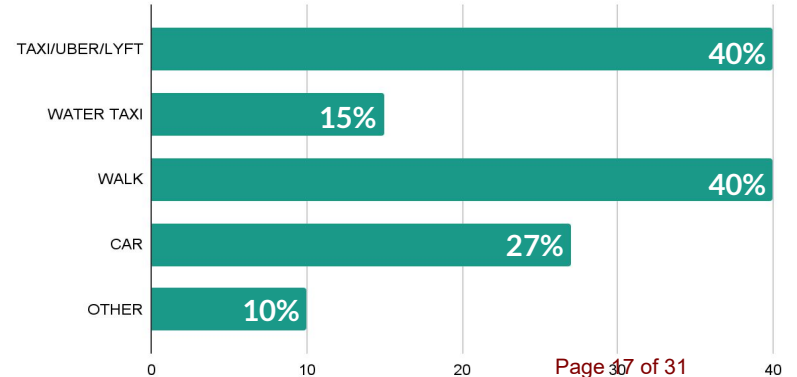
97% OF ATTENDEES SAY THEY TRAVELED TO FORT LAUDERDALE TO ATTEND TORTUGA



## ACCOMMODATIONS TYPE



## TRANSPORTATION TO EVENT (multiple answers apply)



# FANS HAD A GREAT EXPERIENCE AT THE FESTIVAL

## FORT LAUDERDALE BEACH AND FESTIVAL VENUE RECEIVE HIGH PRAISE

**99%**

**WERE SATISFIED  
WITH THE VENUE  
AND LOCATION OF  
THE FESTIVAL**



**95%**

**OF FANS WERE  
SATISFIED WITH THE  
OVERALL EXPERIENCE  
OF THE FESTIVAL**



**89%**

**OF FANS WOULD  
RECOMMEND THE  
FESTIVAL**

# MARKETING CAMPAIGN IN FULL EFFECT



## EMPHASIS IN FLORIDA

- RADIO , TV & OUTDOOR

## OUTREACH NATIONWIDE

- TOP MARKETS: BALTIMORE, CHICAGO, AUSTIN, NASHVILLE, PITTSBURG
- RADIO & DIGITAL : FACEBOOK, INSTAGRAM, TWITTER, GOOGLE

## PROMOTIONS & EXPOSURE WITH FESTIVAL PARTNERS

# APPENDIX: GRANT BREAKDOWN

## BID Board Grant Funding Summary



### 2019 - \$150,000 Grant Breakdown

\$50,000 City Police

\$50,000 City Fire / EMS

\$50,000 City Parking / Beach Lot Rentals

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**\$150,000 Total**

### 2021 - \$150,000 Grant Breakdown

\$50,000 City Police

\$50,000 City Fire / EMS

\$50,000 City Parking / Beach Lot Rentals

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**\$150,000 Total**

# 2022 AND BEYOND FUNDING REQUEST

**TORTUGA MUSIC FESTIVAL WOULD LIKE TO FORMALLY APPLY WITH THE BID BOARD FUNDING FOR THE 2022 FESTIVAL AND A CONTINUED LONG TERM FUTURE PARTNERSHIP.**



**IV. Recommendation for Budget Amendment**

- **City Service Charges**
- **Events Funding**

**Sarah Spurlock  
Nighttime  
Economy Manager**

**A) City Service Charges supporting documents**

- 1. BID Adopted Budget**
- 2. BID- Adopted Budget (Updated)**
- 3. FY2022 BID- Adopted Budget (Updated)**

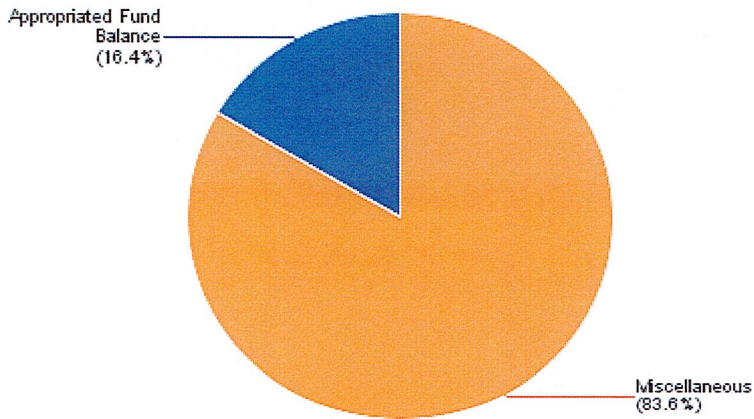
**B) Event Funding**

- 1. Potential Applicants Track Sheet**
- 2. Current Budget Forecast - activities**

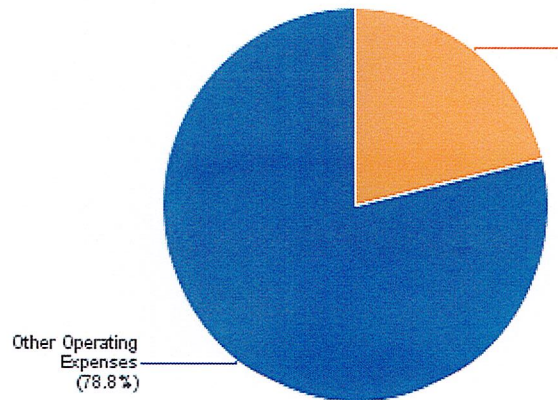
## Beach Business Improvement District Fund

		FY 2021	FY 2021	FY 2022	FY 2021 Adopted vs FY 2022 Adopted Budget
		Actuals	Adopted Budget	Adopted Budget	Adopted Budget
<b>Revenues</b>					
Licenses and Permits	-	5,000	5,000	-	(5,000)
Miscellaneous	1,092,651	1,082,581	1,082,581	1,016,427	(66,154)
Appropriated Fund Balance	-	-	-	200,000	200,000
<b>Total Revenues</b>	<b>1,092,651</b>	<b>1,087,581</b>	<b>1,087,581</b>	<b>1,216,427</b>	<b>128,846</b>
<b>Expenditures</b>					
Services & Materials	152,930	251,520	270,044	257,279	5,759
Other Operating Expenses	335,277	836,061	836,064	959,148	123,087
Capital Outlay	20,028	-	-	-	-
Transfer Out to Parking System	-	-	250,000	-	-
<b>Total Expenditures</b>	<b>508,235</b>	<b>1,087,581</b>	<b>1,356,108</b>	<b>1,216,427</b>	<b>128,846</b>
<b>Surplus/(Deficit)</b>	<b>\$ 584,416</b>	<b>-</b>	<b>(268,527)</b>	<b>-</b>	<b>-</b>
<b>Changes in Available Net Position</b>					
Beginning Net Position	407,638	503,537	992,054	723,527	219,990
Ending Net Position	992,054	503,537	723,527	523,527	19,990
<b>Net Change</b>	<b>\$ 584,416</b>	<b>-</b>	<b>(268,527)</b>	<b>(200,000)</b>	<b>(200,000)</b>

**FY 2022 Adopted Budget Revenues**



**FY 2022 Adopted Budget Expenditures**



## Beach Business Improvement District Fund

	FY 2020	FY 2021	FY 2021	FY 2022	FY 2021 Adopted vs FY 2022	Percent Difference
	Actuals	Adopted Budget	Estimate	Adopted Budget	Adopted Budget	
<b>Revenues</b>						
Licenses and Permits	-	5,000	5,000	-	(5,000)	(100.0%)
Miscellaneous	1,092,651	1,082,581	1,082,581	1,016,427	(66,154)	(6.1%)
Appropriated Fund Balance	-	-	-	327,144	327,144	100.0%
<b>Total Revenues</b>	<b>1,092,651</b>	<b>1,087,581</b>	<b>1,087,581</b>	<b>1,343,571</b>	<b>255,990</b>	<b>11.8%</b>
<b>Expenditures</b>						
Services & Materials	152,930	251,520	270,044	257,279	5,759	2.3%
Other Operating Expenses	335,277	836,061	836,064	1,086,292	250,231	14.7%
Capital Outlay	20,028	-	-	-	-	0.0%
Transfer Out to Parking System	-	-	250,000	-	-	0.0%
<b>Total Expenditures</b>	<b>508,235</b>	<b>1,087,581</b>	<b>1,356,108</b>	<b>1,343,571</b>	<b>255,990</b>	<b>11.8%</b>
<b>Surplus/(Deficit)</b>	<b>\$ 584,416</b>	<b>-</b>	<b>(268,527)</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>
<b>Changes in Available Net Position</b>						
Beginning Net Position	407,638	503,537	992,054	723,527	219,990	43.7%
Ending Net Position	992,054	503,537	723,527	396,383	(107,154)	4.0%
<b>Net Change</b>	<b>\$ 584,416</b>	<b>-</b>	<b>(268,527)</b>	<b>(327,144)</b>	<b>(327,144)</b>	<b>100.0%</b>

**City Manager's Office**

**Beach Redevelopment - Beach Business Improvement District**

**Division-Fund Budget by SubObject**

Sub-Object - Name	FY 2020 Actuals	FY 2021 Adopted Budget	FY 2021 Amended Budget	FY 2021 Estimate	FY 2022 Department Requested	FY 2022 Adopted Budget	FY 2021 Adopted vs FY 2022 Adopted		% Dif	Justification
							FY 2021 Adopted Budget	FY 2022 Adopted Budget		
3101 - Acct & Auditing	279	300	300	300	200	200	(100)	(33.33%)		
3199 - Other Prof Serv	114,143	115,100	123,875	203,359	115,100	115,100	-	0.00%		
3201 - Ad/Marketing	5,111	-	-	4,770	-	-	-	0.00%		
3210 - Clerical Services	-	-	-	2,541	-	-	-	0.00%		
3222 - Custodial Services	-	-	-	5,184	-	-	-	0.00%		
3299 - Other Services	33,397	128,620	128,620	46,390	128,620	134,479	5,859	4.56%		
3910 - Electrical Supplies	-	7,500	7,500	7,500	7,500	7,500	-	0.00%		
4207 - Promotional Contr	295,084	764,829	914,829	764,829	764,829	945,203	180,374	23.58%		
4304 - Indirect Admin Serv	13,608	9,618	9,618	9,618	10,503	10,503	885	9.20%		
4328 - Servchg-Comm Dev	22,541	59,649	59,649	59,649	59,649	127,144	67,495	113.15%	Service charge for support staff - Nighttime Economy Division Manager and Program Manager I	
4343 - Servchg-Info Sys	4,044	1,965	1,965	1,968	3,442	3,442	1,477	75.17%		
<b>Operating Expenses</b>	<b>488,207</b>	<b>1,087,581</b>	<b>1,246,356</b>	<b>1,106,108</b>	<b>1,089,843</b>	<b>1,343,571</b>	<b>255,990</b>	<b>23.54%</b>		
6499 - Other Equipment	20,028	-	-	-	-	-	-	0.00%		
<b>Capital Outlay</b>	<b>20,028</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.00%</b>		
<b>Beach Redevelopment - Beach Business Improvement District Total</b>	<b>508,235</b>	<b>1,087,581</b>	<b>1,246,356</b>	<b>1,106,108</b>	<b>1,089,843</b>	<b>1,343,571</b>	<b>255,990</b>	<b>23.54%</b>		

POTENTIAL APPLICATIONS

	EVENT NAME	DESCRIPTION	REQUEST	BUDGETED	SUBMITTED APPLICATION	EVENT MONTH	NOTES
1	Greater Fort Lauderdale Wine and Food Festival	3 year commitment (\$180,000) - Y1-\$75K, Y2 \$60K, Y3 \$45K	\$ 75,000.00	yes, partial	yes	January 15 & 16	Completed old application. Met with them virtually & BID MGR. anticipated spend on BID budget is \$75,000. they are asking for more.
2	Seaglass Experience	Wine tasting festival that is happening on Fort Lauderdale Beach	\$ 25,000.00	yes	no	January 21 & 23	Details are here: <a href="https://seaglassexperience.com/">https://seaglassexperience.com/</a>
3	Airshow 2022	Display of fighter planes etc. over Fort Lauderdale Beach	\$ 100,000.00	no	yes	April 30- May 1	completed old application. Have not met with them.
4	A1A marathon	Race on A1A	\$ 10,000.00	no	no	December 18 & 19	last communication with them 9/30
5	Fleet Week Port Everglades	No fleet for two years. Navy ships come in for a week at port everglades, with schedule events with the military, they are proposing bringing the opening ceremony event to the beach- navy band, to follow-up on end of airshow that day, on the 7 <sup>th</sup> will be hosting beach Olympics, brining people specifically.	\$ 15,000.00	no	no	May 1 & 7	met with JW virtually. Explained event.
6	Greater Fort Lauderdale Transportation Management Association	funding request, transportation consierge, hotels are providing info on restaurant, no available option for guest before they get here. Entail partnering with hotels, an available option for someone to book, to provide them with TMA contact to do transporation. Encourages guest to use public transportation. Walking paths from one place to another, to use beach tram. Helping fort lauderdale promote alternative transporation mode instead of getting a car and driving around the beach. Funding staff member, possibly marketing materials. Preliminary stage, right now focusing efforts on visioning and implementation plan scheduled to be completed in July of 2022.	TBD	no	no	Partnership Project	In communication with Tasha. Robyn Chiarelli (954) 494-9680

AMOUNT TO PULL FROM RESERVE : Airshow, Seaglass, A1A, Fleetweek

\$ 125,000.00

**Fort Lauderdale Beach Improvement District (BID)  
FY 2022 Proposed Budget**

Revenues Projected	ADOPTED	PROPOSED
Revenue Sources	FY 2021	FY 2022
Beach Business Improvement Assessment Revenue @ 95%	1,065,639	999,613
Appropriated Fund Balance		
Earned Pool Investments	16,628	16,814
Interest Earnings	314	-
Beach & Beverage	5,000	-
<b>Total Revenue</b>	<b>\$ 1,087,581</b>	<b>\$ 1,016,427</b>
Expenditures		
Accounting & Auditing	300	200
<b>Other Professional Services:</b>		
Wizard Entertainment(BID Mgmt Services)	57,600	57,600
BID Website & Maintenance	50,000	50,000
Harry Newstreet BID Assessment	7,500	7,500
<b>Other Services:</b>		
Holiday Lightsapes ( Split costs BRAB/BID)	20,000	26,075
Holiday Display (Split costs BRAB/BID)	80,000	79,784
Supplemental Cleaning Services	28,620	28,620
Electrical Supplies - (Electricity for Holiday Lights)	7,500	7,500
<b>Promotional Contributions:</b>		
Holiday Lighting event	8,000	8,000
Tortuga Music Festival	-	150,000
Smart City Media - Kiosk Maintenance	5,000	5,000
Box Wraps	25,000	25,000
GFTL Food & Wine	-	75,000
FTL Beach Fest	-	250,000
Fort Lauderdale Concours Event	25,000	-
Pride	10,000	-
Winterfest		25,000
Airshow	100,000	-
Seaglass	-	50,000
The Loop FLB/FNSW	107,500	190,500
Love is in the Air	10,000	-
Las Olas Oceanside Park Farmers Market	19,650	-
Fur The Love Pet Fest	10,000	-
Uncommitted Funds	195,297	(33,297)
Marketing Plan		200,000
<b>Service Charge - Community Development Agency</b>		
<b>Salaries</b>	59,031	-
Indirect Admin Charges - Research decreased numbers	9,618	10,503
Service Charge - Information Technology	1,965	3,442
Transfer out FTL BEACH PARKING LOTS IMPROVEMENTS	250,000	-
<b>Total Operating Expenditures</b>	<b>\$ 1,087,581</b>	<b>\$ 1,216,427</b>
<b>Total Uses</b>	<b>\$ 1,087,581</b>	<b>\$ 1,216,427</b>
	\$ -	\$ (200,000) Move from reserves

Fund Balance Summary	
Balance as of 10.1.2020	\$723,527
<b>Revenue based on a rate of \$0.8525 per \$1,000 of assessed value</b>	
<b>\$500,000 allocated to Project 12513.461 - FTL Beach Parking Lots Improvement</b>	
<b>An Additional \$250,000 will be allocated to Project 12513.461 on October 1, 2020</b>	

- V. BID Manager Update**
- **Co-op Promotional Campaign Update**
  - **Funding Application Prospects**
  - **Food and Beverage Program**

**Tasha Cunningham**  
**BID Manager**

**VI. Communications to the City Commission**

**Anna MacDiarmid**

**VII. Old/New Business**

**Cija Omengebar**

**CRA Planner**

- **Upcoming Events**
- **Rebranding Strategy Meeting**
- **BID Application**
- **November 8 Meeting Agenda Item Recommendations**
  1. **Funding Applications and Presentations**
  2. **Las Olas Marina MOT Plans Presentation**
  3. **Co-op Campaign Presentation**

**V. Adjournment**

**Anna MacDiarmid  
BID Chair**