

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

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| I. Call to Order/Roll Call
Quorum | Anna MacDiarmid
BID Chair |
| II. Approval of Meeting Minutes <ul style="list-style-type: none">• Regular Hybrid Meeting October 18, 2021 | Anna McDiarmid
BID Chair |
| III. Funding Request \$25,000
Seaglass Fort Lauderdale Rose Experience | Carlos Suarez
President
Seaglass Group, LLC |
| IV. Funding Request \$10,000
13.1 Fort Lauderdale , Relay, and 10K | Matt Lorraine
Exclusive Sports
Marketing, Inc. |
| V. Funding Request \$75,000
Greater Fort Lauderdale Food & Wine Festival | Kate Reed
President
& Phil Marro
Vice President
Greater Fort Lauderdale
Food & Wine Festival
Inc. |
| VI. BID Manager Update <ul style="list-style-type: none">• Co-op Promotional Campaign Update• Food and Beverage Program | Tasha Cunningham
BID Manager |
| VII. Communications to the City Commission | Anna MacDiarmid
BID Chair |
| VIII. Old/New Business <ul style="list-style-type: none">• Rebranding Workshop January Dates -• December Meeting Agenda Item Recommendations<ol style="list-style-type: none">1) Co-Op Promotional Campaign Presentation2) Myfortlauderdalebeach.com Quarterly Update3) Las Olas Marina MOT Plans Presentation4) South Beach Park Infrastructure Project Presentation | Sarah Spurlock
Nighttime Economy
Manager |
| V. Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – DECEMBER 13, 2021**

HYBRID MEETING ALLOWS FOR VIRTUAL 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.