

**AGENDA
WORKSHOP
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BID)
THURSDAY – January 13, 2022
2:30 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. Discussion of Rebranding Initiative
A. Marketing Plan Presentation
B. Website Migration Presentation | Sarah Spurlock
Nighttime Economy
Manager |
| III. Adjournment | Anna MacDiarmid
BID Chair |

THE NEXT REGULAR BID MEETING WILL BE HELD, **3:30 PM MONDAY – FEBRUARY 14, 2022**

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.