



AGENDA
STRATEGIC PLANNING MEETING, BEACH BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE (BBID)

Thursday April 14, 2022
2:30 PM – 4:30 PM

CITY HALL – 8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS
FORT LAUDERDALE FL, 33301

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1. Call to Order/Roll Call Quorum
 2. Why are we here today?
 3. Establish a baseline
 - Review of historical activities, funding, and results
 4. Looking ahead - Plan for the future
 5. How do we measure success?
 6. Event funding – Revision of process?
 7. Review and assess need for revision of existing codes

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.