



REVISED AGENDA  
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
(BBID)

Monday November 14, 2022  
3:30 PM

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

I.	Call to Order/Roll Call Quorum	Anna MacDiarmid BBID Chair
II.	Approval of Meeting Minutes • Regular Meeting October 10, 2022	Anna MacDiarmid BBID Chair
III.	Visit Lauderdale Food & Wine Festival Funding Request \$70,000	Kate Reed & Phillip Marro Jr
IV.	Vendor presentation: Marketing, Promotion, Branding, and Website Administration plan for FY 2023	Tasha Cunningham The Brand Advocates
V.	Location analytics software proposal	Ingrid Kindbom Program Manager BBID and Nighttime Economy
VI.	Sarah Says	Sarah Hannah-Spurlock Nighttime Economy Manager
VII.	Board Members Input	Open for Board Members
VIII.	Adjournment	Anna MacDiarmid BBID Chair

THE NEXT REGULAR BBID MEETING WILL BE HELD, 3:30 PM MONDAY – December 12, 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 attend 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.