



BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

February 10, 2025, 1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL
South Building – 2nd Floor East Conference
Room

	P/A	Cumulative Attendance September 2024 – August 2025			
		Regular Meetings	Special Meetings		
Bahia Mar Doubletree Lisa Namour, Chair Alternate-Vacant	P	4	0	0	0
Marriott Courtyard, PHF Oceanfront Michael Fleming, Vice Chair Steve Zunt, Alternate	P	4	0	0	0
The “W” Hotel, Capri Hotel, LLC Vacant Alex Caceres, Alternate	A	1	4	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	A	3	1	0	0
Greater FTL Chamber of Commerce Ina Lee	P	4	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Michael Berry, Alternate	P	3	1	0	0
B Ocean Fort Lauderdale Sabrina Graves Kimberly Cover, Alternate	P	4	0	0	0
Sonesta Hotel Ryan Frederick Jeff Peterson, Alternate	P	4	0	0	0

COMMUNICATION TO THE CITY COMMISSION

Motion made by Ms. Lee, seconded by Chair Namour, that the proposed outdoor event ordinance incorporate a scalable element to ensure that high-impact events contributing significantly to tourism and business activity within the BBID receive greater consideration within the fee structure. This could be achieved through a mechanism that offsets or adjusts fees for events demonstrating substantial economic benefits, particularly during business-need periods. The BBID commends the Parks Department for its thoughtful approach and commitment to transparency in this effort, as well as for actively seeking stakeholder input throughout the process. In a voice vote, the motion passed unanimously.

Staff

Judy Erickson, BBID Program Manager
Carl Williams, Director, Parks and Recreation
Enrique Sanchez, Deputy Director, Parks and Recreation
Carolyn Bean, Assistant to the Director, Parks and Recreation
Aricka Johnson, Structural Innovation Manager

Guests

Arianne Glassman, RAV Communications
Steve Zunt, Courtyard FTL Beach
Kimberly Cover, B Ocean Resort
Tasha Cunningham, The Brand Advocates

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

II. Approval of Meeting Minutes

Motion made by Ms. Lee, seconded by Mr. Fleming to approve the minutes of the January 13, 2025 meeting. In a voice vote, the motion passed unanimously.

III. Fort Lauderdale Wave Wall Light Replacement: Status Update

Mr. Sanchez provided a detailed update on the Fort Lauderdale wave wall light replacement project, explaining the ongoing challenges with securing a suitable vendor and managing costs. He recounted the rejection of initial bids due to exorbitant costs and unforeseen technical complexities, particularly regarding the need for wireless connection points across the wave wall's 50 segments. He mentioned the new Facilities Manager's efforts in collaborating with light vendors to identify a viable product and the plan for a test installation within the next 30-60 days. Mr. Sanchez also underscored the significant funding challenge, with the project estimated at \$2 million, a substantial portion of the City's facility repair budget.

Mr. Williams reinforced the importance of gauging the Board's appetite for funding this crucial project. An inquiry was made regarding the timeline for subsequent bids, to which Mr. Sanchez responded that they are anticipated this year, following the test installation.

IV. Special Events Ordinance: Status Update

Mr. Williams presented a proposal for a revised fee structure for outdoor events held on the beach, emphasizing the objective of achieving full cost recovery. He elaborated on the current fee structure and the proposed matrix system, which categorizes events based on their impact: no impact, limited impact, moderate impact, and major impact. A

question was raised regarding whether input had been solicited from major events like Tortuga concerning the potential impact of these fee changes. Mr. Williams indicated that discussions with external agencies would commence after receiving feedback from stakeholders and finalizing the criteria.

Ms. Johnson inquired about the possibility of grandfathering established events like the Air Show, considering their significant economic contributions. Mr. Williams clarified that the new fee structure would be universally applicable, with adjustments for large-scale events incorporated during contract renewals. It was suggested by Ms. Graves that they explore the implementation of credits for events that generate substantial financial benefits for the city. Both Mr. Williams and Ms. Bean explained the rationale behind transitioning from minimal fees to a structure that ensures cost recovery, while acknowledging the importance of transparency and taking into account the economic impact. Ms. Bean emphasized that the current \$200 application fee has remained unchanged for 12 years and is the lowest among comparable municipalities. It was further suggested that there is a critical need to consider the economic impact of major events before finalizing the fee structure. Mr. Williams agreed to directly engage with Tortuga and the Air Show to gather their input.

Aricka Johnson provided valuable context by outlining the study conducted by Structural Innovation, which recommended implementing a cost recovery model for application fees. She highlighted the considerable staff time dedicated to processing larger, more complex events. Ms. Laurie Johnson sought clarification on the application process for multi-year events like Tortuga. Mr. Williams and Ms. Bean explained that although the initial agreement is established, substantial staff time is still required for each iteration of the event. Ms. Bean underscored the significant impact on staff resources in managing events, especially new ones, and the additional costs borne by the City for utilities like water and electricity during these events. She also highlighted the investments made by both the City and the BID to restructure Fort Lauderdale Beach Park to mitigate fees for large-scale events. Ms. Lee emphasized the importance of differentiating Fort Lauderdale Beach from other beach destinations by highlighting unique events such as Tortuga and the Boat Show, noting other locations aspire to host these events.

V. BID Marketing Plan: Presentation

Ms. Cunningham presented three distinct seasonal campaign concepts developed in response to the strategic planning workshop: "Sun, Sand, and So Much More" (spring/summer), "Memories in the Making" (fall), and "Wouldn't You Rather Be Here?" (winter). She detailed the goals, objectives, key performance indicators (KPIs), target audiences, core messages, SWOT analysis, strategies, tactics, budget, and implementation timeline for each campaign. The timing of the "Memories in the Making" campaign was questioned, given the return of children to school during the fall season. Ms. Cunningham clarified that the campaigns are interchangeable and can be adapted based on feedback received. Ms. Laurie Johnson expressed concern about overemphasizing children in the marketing, considering the target demographic of 24-44 year olds. A further suggestion was made to incorporate elements of edginess, proximity

to downtown, the opportunity for year-round swimming, and the diverse range of accommodation options into the campaign messaging. Ms. Lee noted the current creative resembles any other beach destination and cited Visit Lauderdale's winter campaign as creative that stands out. She emphasized highlighting Fort Lauderdale Beach's key qualities: water culture, yachting, downtown proximity, and ease of access.

The BBID members suggested using imagery from Marina Village, the Aquatic Center, and the International Swimming Hall of Fame.

VI. Strategic Planning Workshop Updates

Beach 2030 Reprise

- Ina Lee

Ms. Lee provided an update on the Beach 2030 Revise initiative, which will be overseen by the Beach Council and hosted at Lago Mar in either late April or early May.

Coordinate Need Dates

- Sabrina Graves

Ms. Graves indicated that she sent Ms. Erickson the spreadsheet for hotels to enter their need dates, which Ms. Erickson will share with the hotels.

Marketing Plan Completion

- Tasha Cunningham

Infrastructure Improvement Work Group

- Lisa Namour

Ms. Namour reported that emails had gone out that day with responses already having been received. The work group is planned for April 24th.

Event Research

- Tasha Cunningham and Sabrina Graves

It was reported that looking at different events that are happening around the United States has started and contact has been made with the Florida Festivals and Events Association, the Association of Meeting Planners, U.S. Convention and Visitors Bureau, the International Association of CDBs, and also Visit Florida. Information has been received from Visit Lauderdale to identify their major events. Ongoing talks have started with the Montreux Jazz Festival, with the plan to invite those organizations in for meetings, talk to them, try to see what's working for them in that destination. The lists will be forwarded to Ms. Graves and Judy Erickson,

Convention Strategy Planning / DOS Meeting Engagement

- Laurie Johnson

Ms. Johnson has made progress on the convention strategy planning and will actively work to engage the Directors of Sales (DOS) to advance these initiatives.

VI. Program Manager Update

Ms. Erickson reported that one application has been received for the fiscal year 2026 event grant program from Tortuga; however the application wasn't complete and will be sent back to add more information. They're requesting \$350,000 for fiscal year 2026. Comments had been received about the live event industry becoming more expensive, especially with certain security concerns.

Ms. Lee will address the City Commission on February 18th regarding expanding the advisory committee from eight to eleven members. This change aims to include representatives from all top ten assessed BBID properties, in addition to one representative from the Greater Fort Lauderdale Chamber.

Ms. Erickson provided a budget overview, highlighting remaining funds and potential funding requests.

Ms. Lee asked who had been selected as the Open Spaces Event Coordinator solicitation. Ms. Glassman confirmed that procurement recently notified her that she was selected, noting that the new contract will cover Las Olas Oceanside Park, the Intracoastal Park, and North Beach area. With this new agreement, there will be added responsibilities to oversee events and ensure that all activities adhere to the required standards. Ms. Lee and the Board congratulated Ms. Glassman on securing the contract.

Ms. Erickson briefly discussed removing deteriorating BBID wraps from utility boxes and non-operational Smart City Kiosks. Mr. Fleming mentioned that new wraps had previously been produced, and Ms. Erickson will research their location.

Additionally, she noted that due to a date change, The Air and Sea Show contract must be resubmitted to the City Commission for approval.

Ms. Glassman outlined upcoming event plans and logistical updates, thanking the businesses for their contributions.

She added details regarding a major weekend of activities at Oceanside Park, including a Thursday "Valentine goddess gathering" and a Friday "Valentine's ceremony" - an event marking both Valentine's Day and significant anniversaries related to marriage equality in Florida, with 40 couples already signed up. There are also plans for guest gift bags, special invitations, and pet-friendly events like the fifth annual pet festival.

Monthly event records and graphics used for partner communications were also mentioned.

Ms. Glassman mentioned a new Grand Prix event being planned, which comes with potential challenges in its first year, especially since it will coincide with Air Show weekend.

Finally, Ms. Glassman mentioned that while Broward Navy Days will not be held, a parade down A1A featuring the Navy band is scheduled for April 26, further noting that a Caribbean event was canceled due to scheduling conflicts and application delays.

VIII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 3:04 p.m.

[Minutes prepared by L. Tayar, Prototype, Inc.]