



**BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)**

May 12, 2025
1:30 PM

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

I.	Call to Order / Roll Call / Quorum – Chair Lisa Namour
II.	Approval of Meeting Minutes – April 14, 2025, Meeting – Chair Lisa Namour
III.	Action Item: Diwali Holiday Lighting – Early Installation Funding – Chair Lisa Namour Discussion and vote on whether to approve funding for early holiday lighting installation for the 2025 Diwali event.
IV.	Action Item: Marketing & Website Contract Renewal – Chair Lisa Namour Discussion and vote on whether to renew the final one-year term of the Brand Advocates contract, which ends October 31, 2025. Renewal would extend it through October 31, 2026.
V.	FY26 BID Grant Application Presentations – Chair Lisa Namour <ul style="list-style-type: none">• SFTL Speedo Summer Classic• FlockFest 11th Annual Beach Party• Air Dot Fort Lauderdale Beach• LOOP Annual Program• 19th Annual 13.1 Fort Lauderdale Running Festival• Lauderdale Tropical Bear BEACH Party• Lauderdale Tropical Bear Week
VI.	FY26 BID Grant Awards: Discussion and Funding Determinations – Chair Lisa Namour
VII.	Program Manager Updates – Judy Erickson
VIII.	Adjournment of Regular Meeting – Chair Lisa Namour

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements, 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.