

**CITY OF FORT LAUDERDALE
BEACH REDEVELOPMENT BOARD (BRB)**

January 22, 2018

2:30 p.m.

CITY HALL

**100 NORTH ANDREWS AVENUE
8th FLOOR COMMISSION CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA 33301**

- | | | |
|------|---|--|
| I. | Call to Order & Determination of Quorum | Anthony Abbate
Chair |
| II. | Approval of BRB Minutes <ul style="list-style-type: none">• November 20, 2017 | Anthony Abbate |
| III. | CRA Funding Application \$50,000
Fort Lauderdale Airshow 2018 | Bryan Lilley
Manager
Lauderdale Airshow
LLC |
| IV. | Update of Beach Projects | Thomas Green
CRA Project Manager |
| V. | Communication to City Commission | Donald Morris, AICP
Beach CRA Manager |
| VI. | Old/New Business <ul style="list-style-type: none">• Election of a new Chair | Donald Morris, AICP
Beach CRA Manager |

Our next regular meeting will be on February 19, 2018

Purpose:

To implement a revitalization plan and to cause to be prepared a community redevelopment plan for the Central Beach Redevelopment Area subject to the approval of the City Commission and to recommend actions to be taken by the City Commission to implement the community redevelopment plan.

Note:

Two or more City Commissioners and/or Advisory Board members may be present 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. Thank you.

Central Beach Area Redevelopment Plan Goals:

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- Maintain public access to the beach and Intracoastal Waterway.
- Provide for resiliency of the public infrastructure in response to impacts of climate change and sea-level rise.

Central beach Redevelopment Plan Objectives:

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the City for use by local residents.
- Improve the transportation and mobility options within and through the Central Beach area to include bicycles, pedestrians, transit, micro-transit, water-taxi, automobiles and other alternatives.
- Create and enhance a positive visual and physical environment of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach area, particularly between the Intracoastal Waterway and the Beach.
- Improve inadequate public infrastructure for resiliency in response to the anticipated impacts of climate change and sea-level rise.

City of Fort Lauderdale, Florida. 2017. *Beach Redevelopment Plan – Modified and Restated May 16, 2017*. Section 1.1.4 Redevelopment Goals, Objectives and Policies, pg.9-11.

City of Fort Lauderdale Community Redevelopment Agency Webpage:
<http://www.fortlauderdale.gov/home/showdocument?id=25303>



CITY OF FORT LAUDERDALE

DRAFT

**BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 3330
Monday, November 20, 2017, 2:30 P.M.**

MEMBERS	FEB 2017/JAN 2018				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
Anthony Abbate, Chair	P	6	1	1	0
Ina Lee, Vice Chair	P	7	0	0	1
Jason Hughes	P	5	2	1	0
Abby Laughlin	P	6	1	1	0
Christian Luz (arr. at 2:38 p.m.)	P	4	3	1	0
Thomas B. McManus	P	5	2	0	1
Andy Mitchell, Jr.	P	3	4	0	1
Tim Schiavone	P	4	3	1	0
Shirley Smith	P	6	1	1	0
Aiton Yaari	P	7	0	0	1

Staff

- Don Morris, Beach CRA Manager
- Lizeth DeITorres, Administrative Aide
- Robert E. Modys, Transportation Planner
- Alexandra Saiz, Project Manager I
- Elizabeth Van Zandt, MPA, Mobility Manager
- Michael Mitchel, Prototype

I. Call to Order and Determination of Quorum – Anthony Abbate

Chair Abbate called the meeting to order at 2:33 p.m.

Quorum Requirement

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

Chair Abbate mentioned that former member Judith Scher is recuperating from surgery, and he will get a card to have the members sign to send to her.

Communications to City Communication - None

II. Approval of BRB Minutes

- Re-vote June 27, 2017

Mr. Morris explained there was not a quorum at that meeting, and the one item that has not been revoted is not ready for a vote at this time. He will bring it back to a later meeting.

- **October 16, 2017**

Motion made by Mr. Hughes, seconded by Mr. McManus, to approve the minutes of the August 21, 2017, minutes as corrected.

The following correction was noted:

- p. 7, at the top, “Mr. Laughlin” should be “Ms. Laughlin”

In a voice vote, the motion passed unanimously (9-0).

[Mr. Luz arrived at 2:35 p.m.]

III. Bahia Mar Proposal - Robert Lochrie, Lochrie Law

Mr. Yaari was concerned about Board members who may have attended the Planning and Zoning Board meeting and violated Sunshine Law. Mr. Morris explained that BRB members can always attend a noticed and advertised meeting and voice opinions, but communication between members is not encouraged for the sake of appearance. BRB members can also go the Commission Agenda meetings and voice their opinions, but not have private discussions at those meetings - those meetings are not advertised and no minutes are taken. It was established that no BRB members spoke to each other about the Bahia Mar proposal before this meeting. Mr. Morris added that it is up to each member to meet their responsibilities, and neither he nor Chair Abbate are going to “police” the matter.

Mr. Morris referred to a memo he distributed. It is a summary of the project and staff’s analysis. Chair Abbate stated that any recommendation has to be within the BRB’s goals and objectives.

Robert Lochrie, appearing on behalf of the applicant, recalled that the previous instances when they have come before the BRB were for rezoning, exceptions, etc. This time the developers are bringing a project that does not ask for any zoning changes, variances, or modifications. It meets all current Code requirements and does not ask for anything additional from the City.

Mr. Lochrie said the developer collaborated with the Boat Show and entered into a long-term agreement with them.

Mr. Lochrie reviewed the requirements in the Zoning code:

- Maximum height of 120 feet
 - All buildings are under the maximum

- Residential, and commercial use and hotel
- Existing hotel will be replaced with a new hotel that is 2/3 the height of the old one
- Density - 48 units per acre
 - Their proposal is 18 units per acre
- Open Space - no specific requirement
 - Over 50% of the upland portion is open space, excluding roadways
- Floor Area Ratio (FAR) - maximum allowed is five
 - This proposal is 1.8
- Parking - 2,234 parking spaces onsite required
 - 2,442 spaces with no shared parking

Chair Abbate enumerated the BRB's goals and objectives, and said they want to stay focused on those.

In response to a question by Mr. Yaari, Mr. Lochrie said they are under the threshold of available TRIPS on the beach. The grocery store is part of the overall calculation.

Vice Chair Lee recused herself from the Agenda item due to a conflict of interest.

Kobi Karp, architect for the project, showed a PowerPoint presentation on the project, highlighting pedestrian and traffic circulation, "floating buildings," outdoor/indoor urban spaces, pocket parks, aerial view, parking, visibility through the site, access from beach, and public transportation onsite.

Scott Lamont, a Principal at EDSA, said they have been involved in the project since 2000, noting that the site had been underutilized and now has the opportunity to be inviting and energetic. He pointed out certain features of the site such as underground parking, the residential buildings (approximately 100 units each), active ground floor uses, hotel (256 rooms), and a boutique grocery.

Mr. Lamont stated they want to open the beach crossing that goes over Seabreeze Boulevard to the public to help activate the restaurant area and make a strong connection to the beach. There are crew facilities, a dockmaster building, boat show parking, and a marina village. They have created shade areas for the public there.

Mr. Lamont showed another slide about transportation, mentioning a bike lane, multi-modal hub with water taxi, trolley, and bus stops. They also have many locations throughout the property for bicycle parking.

Mr. Lamont addressed the boat show, noting they approached the layout of the show differently after visiting the Miami Beach yacht show. They are elevating the experience by creating a major hub in the Bahia Mar property, rather than having the boat show attendees come in "through the back door." The multi-level garage becomes another venue for the boat show, providing a higher vantage point.

Mr. Lamont concluded his presentation, noting that the development will help people connect with the waterfront and provide opportunities for activities. They hope the development will be a catalyst for other areas of the beach to make new connections between the Intracoastal and the ocean. The seawall will be elevated to the maximum allowable height. The majority of the infrastructure on the site will be new.

Mr. Lochrie believed that four new restaurants, 11 retail establishments, the hotel, grocery store, half mile of waterfront Promenade, and eight acres of green space on the upland portion will help eliminate blight. Insofar as providing a mix of land uses, he enumerated they have almost every use permitted under the lease and the zoning on the site. In addition, they have the amenities needed for the marina to succeed.

Mr. Lochrie continued, believing that the development would help re-stimulate the redevelopment of the core area. The promenade will facilitate access directly to the Intracoastal and the beach. In addition, they are anticipating sea level rise by raising up the entire site an extra foot and bringing the sea wall up to the maximum permitted. He reviewed the new infrastructure going in, noting impact fees will serve the City.

Mr. Lochrie explained how the hotels and amenities will enhance the resort image of Fort Lauderdale; it will be a place where local residents can go; it improves the multi-modal transportation circulation; it will create a positive visual area; and it will provide for an active pedestrian environment.

Mr. Morris mentioned that the material at the back of the agenda was for the old plan, not the current plan. The written material for the new plan was distributed by Mr. Lochrie.

Mr. Lochrie said the property is currently owned by the City of Fort Lauderdale, subject to a 50-year lease. Mr. Schiavone commented that the fact that it is owned by the City is a positive thing, since there should not be complaints about locals going there.

In response to a question by Mr. Schiavone, Mr. Lochrie said the grocery store would be comparable to a small Whole Foods store or the Publix on the east side across from the Galleria.

Mr. Lochrie clarified that the condos will be rentals at this time due to the lease term on the property. He confirmed that the boat show is on board with the whole plan. Mr. Morris added that the boat show can use the marina. Although there will be staging on Birch Road, there will also be staging on the Bahia Mar site.

Mr. Hughes asked what the intended use of the property was, and Mr. Lochrie said it is the use that is being proposed.

Regarding the location of the grocery store, Mr. Lochrie said it would be easily accessed by people on the beach.

Ms. Smith wondered why they did not go for a long-term land lease before the project was created. Mr. Lochrie said this property is not the only one that is on a 50-year lease. Ms. Smith pointed out a potential difficulty with cars turning by the new Bokampers with the trucks that are loading for the boat show, and Mr. Lochrie said he could not control construction in the area. All the staging takes place onsite and the buses for the boat show will be able to circulate inside the project. Ms. Smith also objected to the number of buildings, asserting that 15 is too many and the two buildings “on the bottom” should be gone.

Mr. Yaari endorsed the project.

Mr. McManus brought up the parking, and Mr. Lochrie said there are three parking levels. He showed on the diagram where the main access for public parking would be. Mr. McManus verified that the size of the grocery store would be approximately 18,000 to 20,000 square feet. Regarding the open space on the upland, Mr. Lochrie said that it does not include the roadway and is 377,528 square feet, about 54%. There are over four acres of parks onsite available to the public.

Mr. Lochrie showed on the diagram where the slips will be for the transient boats.

In response to a question by Mr. McManus, Mr. Karp said they plan to go down a level and a half for the subterranean level. He added that no part of the property is in the CCCL line.

Ms. Laughlin commented positively on the 45-foot buildings for the pedestrian experience, cross-ventilation, and creating an experience without any back-in to the buildings. She confirmed they will take the lease as is in terms of this approval.

Mr. Luz asked how the increased elevation of the property would blend into the elevation of the street system, and Mr. Lochrie explained the street would still be higher than the property.

Mr. Lochrie believed there would be plenty of spaces for people who want to dock their boats and go out to dinner.

Mr. Mitchell said it was a great improvement over the last plan, but traffic will always be a problem on the beach.

Mr. Yaari believed that the property value would “skyrocket” once the project is approved.

Chair Abbate opened the floor to public comment. Hearing none, he closed the floor to public comment.

Chair Abbate complimented the presenters on laying out how they plan to meet the Board's goals and objectives. He commented that it also meets the Master Plan guidelines.

Motion made by Mr. Schiavone, seconded by Mr. McManus, to recommend approval of the Bahia Mar proposal as presented. In a roll call vote, the motion passed (8-1-1), with Vice Chair Lee recusing herself and Ms. Smith opposed.

Ms. Smith was opposed because of traffic concerns.

IV. Communication to City Commission - None

V. Old/New Business

Mr. Morris reminded everybody that the Holiday Lights will be lit on November 22 at 6:30 p.m.

In response to a question by Mr. Hughes, Mr. Morris said he has not received an answer yet regarding the use of the property at DC Alexander Park for the Ferris wheel.

Chair Abbate noted that the goals and objectives need to be updated on their agendas.

A brief discussion ensued on whether to meet in December. Mr. Morris said the Air Show was going to request money in December; but if the BRB decided to cancel the December 18, 2017, meeting, it would need to be heard in January.

Vice Chair Lee advised that the BRB needs to be aware of how the traffic flow is going to work.

Mr. Schiavone commented that all presentations should be prepared like the one given at this meeting, showing how each objective and goal is affected.

Motion made by Vice Chair Lee, seconded by Mr. Hughes, to cancel the December 17, 2017, meeting. In a voice vote, the motion passed unanimously (10-0).

Hearing no further business, the meeting adjourned at 3:59 p.m.

[Minutes transcribed by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint on the Bahia Mar proposal - Kobi Karp

Memo regarding the Bahia Mar proposal - Donald Morris

Document on the new proposal - Robert Lochrie

BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

The Beach Community Redevelopment Agency Grant Application is used to determine whether a proposal meets the goals and objectives of the Beach CRA. The funding approval is a multi-step process. An application must first be reviewed and approved by the Beach Redevelopment Board (BRB), then by CRA Commission Board. A completed application must be submitted 90 days prior to the event date. Furthermore, applicant understands and agree to the following:

APPLICANT CHECKLIST

- Answer all questions thoroughly – *If additional space is needed, add narrative in separate pages and reference the item number being answered.***
- Submit completed application to CRA Staff 2 weeks prior to the next available regular BRB meeting.**
 - *Provide additional information as requested by staff in a timely manner.*
 - *Notify the Beach CRA Staff if any changes that affects content of application.*
- Prepare a 6-10 minute presentation to the BRB Board**
 - *If providing Handout – bring 10 copies to the meeting*
 - *If providing Powerpoint – No more than 7 slides*
 - *Send e- copy of PPT to Lizeth DeTorres*
 - *Bring electronic copy of all backup materials to the meeting on a USB flash drive.*
- If approved, applicant must attend scheduled CRA Board of Commissioners Meeting for your item.**

FUNDING PROCESS

1. Payments from the Beach CRA are made as per the guidelines set forth by the City of Fort Lauderdale.
2. All invoices must include paid expenses to date and will be paid within 30-45 days of invoice date.
3. Upon approval by the BRB, a request will be sent to the CRA Board of Commissioners for final approval. Once approved, the City's procurement department will provide Applicant with a purchase order number for invoice submissions.
4. If approved and applicant is a new vendor with the City, applicant will need to complete and submit to procurment department a new vendor application form and a completed W9. Both forms are available upon request from Beach CRA staff, it is the applicants responsibility to inform staff if they are a new vendor and need procurement forms.
5. If approved, applicant will provide the BRB with a post event financial overview within 60 days of the event. Staff will follow up and inform you with the date, time and meeting location to provide the board an update.

BEACH CRA STAFF CONTACT INFORMATION

Lizeth DeTorres CRA Administrative Aide LDeTorres@fortlauderdale.gov (954) 828-4526
Cija Omengebar CRA Project Coordinator COmengebar@fortlauderdale.gov (954) 828-4776

1 -Name of Event/Project or Proposal:

Fort Lauderdale Air Show

2 -Name of Applicant, and corporate/legal name of company:

Bryan Lilley, Lauderdale Air Show, LLC

3 -Location of Event (must be located within the CRA boundaries) – Please provide location map:

The Air Show Aerial Football Field runs the length of the beach, including the entire Beach CRA District. The ticketed Air Show structure is located just north of the Sunrise Blvd/A1A Intersection, however the funds requested are only being used to cover city support costs attributed to the CRA. (See attached map, p. 1)

4 -List all the dates associated with this event:

- a. **Set-up date(s):** May 2, 3 & 4, 2018
- b. **Event date(s):** May 5-6, 2018
- c. **Break-down date(s):** May 7, 2018

5 -Hours of operation:

9am – 4pm

6 -Proposed Activities Planned:

Aerial exhibition of military and civilian aircraft and parachute teams from 12:00 noon to 3:00 pm on Saturday and Sunday of event weekend. Show Site on A1A with exhibits, simulators, displays and VIP viewing areas. Evening hospitality events at local venues for pilot meet-and-greets.

7 -Projected attendance:

1 million

8 -Cost to attendees:

No cost

9 -Total Cost of Event:

In excess of \$1.1 million, privately funded other than BID and BRAB requests which are solely for city support costs outside of the Air Show Center area. The funds requested go directly to the city and not to the show.

10 -Revenue Sources (other than amount requested from CRA):

Sponsorship revenues, partner funding, hospitality chalets, premium viewing ticket sales, and concessions
BID Funding - \$100,000 for City Support Services

11 -Amount Requested from CRA:

\$50,000

12 -Indicate what the requested amount will be used for:

Restricted to only cover city support costs for those expenses directly supporting the CRA area, which is an entirely free show area generating significant public benefit and economic impact to local CRA businesses.

13 -Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

The event will have a multi-faceted marketing campaign with promotion through organic assets, cross-property assets, performer organic assets (i.e. Blue Angels, Thunderbirds), print, and electronic media partners, sponsor partner promotions (i.e Ford, CVB) and an extensive public relations campaign:

Organic assets:

FortLauderdaleAirShow.com - 300,000+ sessions

Where-to-Stay page visits - 15,607 (2017)

Lauderdale Air Show Facebook page – currently with 24,021 fans

500 event posters and 5,000 event rack cards

E-Mail newsletters to opted-in list of 11,837 subscribers and ticketholders

Cross-property assets:

Melbourne Air Show, FL – Facebook page 34,518 fans, e-mail list of 18,741 subscribers

OC Air Show, MD – Facebook page 20,897 fans, e-mail list of 9,266 subscribers

New York Air Show, NY – Facebook page 12,802 fans, e-mail list of 19,373 subscribers

Atlanta Air Show, GA – Facebook page 5,944 fans, e-mail list of 2,536 subscribers

14 -CRA event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The Fort Lauderdale Air Show is an event that is growing in strength and reputation as one of the premier Air Shows in the country. At this point, the Fort Lauderdale Air Show is already self-sustaining in terms of direct expenses attributed to the Show Center area. The funds requested from the BID and BRAB are not to pay any operating expenses for the show and are not paid to the show. Rather, these funds are paid to the City of Fort Lauderdale and are used to cover the costs of the city services necessary to support the large crowds of citizens viewing the show free of charge on the beach. If the BID and the BRAB funds were not provided and the city continued to look to the show to cover these costs, then the Air Show would have to seek alternate sources of funding such as shared parking revenues, increased concessions or requests to CRA businesses to share in the costs of the city services. Currently, the businesses in the CRA do not have to compete against Air Show

concessions, etc. and gain the full economic benefit the crowds the Air Show brings to the beach. The Air Show requests funding for city services from the BID and the BRAB in order to preserve this economic benefit to the local businesses and to encourage more free viewing areas for families, locals and tourists alike.

15 -Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

Goals

- a. **Eliminate the conditions of blight that are currently found in the area.**
- b. **Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.**
- c. **Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.**
- d. **Maintain public access to the beach and Intracoastal Waterway.**

Goals Narrative:

Events of major public impact like the Air Show are critical to accomplishing the Goals of the Fort Lauderdale Beach Redevelopment Plan. The Air Show is a family-centered event which enables families to enjoy a day at the beach watching an extraordinary show of our elite military units as well as dazzling private acts. For those who do not frequent the beach, the Air Show is a great opportunity for them to reacquaint themselves with all the beach has to offer and it becomes a bridge to future visits for the hundreds of thousands of spectators who attend the show. Furthermore, the Air Show encourages additional tourists to visit the area and creates an economic engine which provides a capital infusion every year to the Central Beach and helps to directly stimulate the redevelopment of the core area and overall revitalization because it provides the businesses in the area significantly higher revenues and generates confidence for continued and expanded investment in this area. The Air Show creates a demand for public access to the beach, so all of the public can view and enjoy use of this public resource. The Air Show generates in excess of \$5 million in direct economic contribution to the Central Beach of Fort Lauderdale. (See Attachment, p. 3)

Objectives

- a. **Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.**
- b. **Make Fort Lauderdale Beach an integral part of the beach for use by local residents.**
- c. **Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.**
- d. **Create and enhance a positive visual and physical image of the Central**

- Beach.**
- e. **Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.**

Objectives Narrative

The Fort Lauderdale Air Show enhances the resort image of Fort Lauderdale Beach as a place for tourist and conference groups by providing an annual marquis event that draws attendees from around the nation and around the world. A waterfront air show is one of, if not **the** highest profile event a waterfront community can host due to its high visibility. In 2017, the Fort Lauderdale Air Show drew visitors from 19 different countries. The military participation in the Air Show creates a patriotic, inspiring and positive appeal that attracts a high-quality visitor demographic, the core of which is families. Furthermore, the Air Show distinguishes Fort Lauderdale Beach from the other beaches in South Florida by associating a high impact event with Fort Lauderdale and giving residents throughout South Florida an incredible reason to choose Fort Lauderdale beach. The city of Fort Lauderdale has worked hard to provide an active pedestrian environment throughout the Central Beach Area and nothing showcases these efforts to more people than the Fort Lauderdale Air Show. The public has an incredible opportunity to bike and walk the beach and take advantage of the infrastructure the city has created. This exposure in turn reinforces the ease of navigating the Central Beach environment and encourages future return visits.

FORT LAUDERDALE AIR SHOW

Air Show Aerial Football Field



Aerial North End Zone

Aerial 50 Yard Line

Aerial South End Zone

FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW



MachPointOneAviation

FORT LAUDERDALE BEACH, FLORIDA

FORT LAUDERDALE AIR SHOW

The Fort Lauderdale Air Show provides a significant opportunity for the expansion of tourist-related activity

-  **Over 800 rooms occupied with minimum 3 night stays**
Over 2,500 room nights at a conservative rate of \$300 per night is over \$750,000 in hotel gross revenue
-  **Performers alone filled over 800 room nights in CRA hotels**
Thunderbirds 469 room nights, Snowbirds 150 room nights, other performers 200 room nights
-  **Weekend visitors have an incremental spend of \$100**
Food, beverage, retail spending for 800+ hotel rooms at average of 3 people per room is over \$250,000
-  **Spectators viewing the show impact the CRA dramatically**
Over 200,000 will watch the show from the beach in the CRA with an average spend of \$20 - \$4 million
-  **Impact from city-wide weekend visitors for the air show**
All weekend long the businesses in the CRA will be impacted by weekend visitors staying city-wide
-  **2 of 4 Air Show evening hospitality events held within CRA**
Friday Take Off Party at Concert on the Beach, Saturday Flight Suit Social at Marriott Harbor Beach

FORT LAUDERDALE BEACH, FLORIDA

IV. Update of Beach Projects

Las Olas Boulevard Corridor Improvement Project

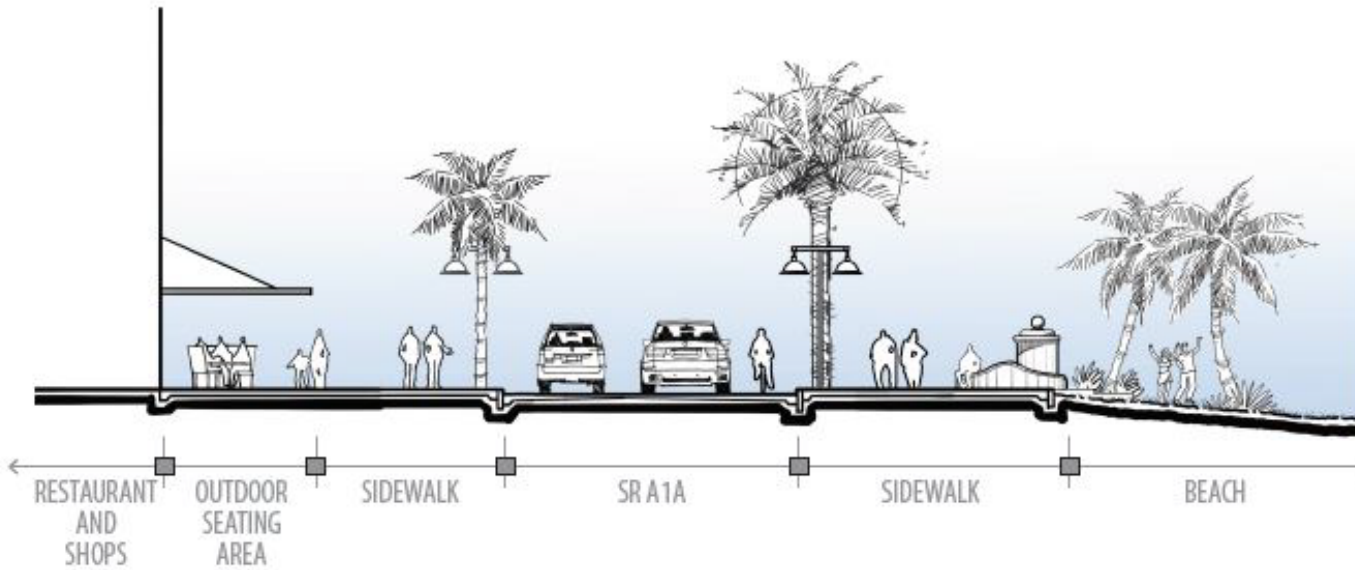
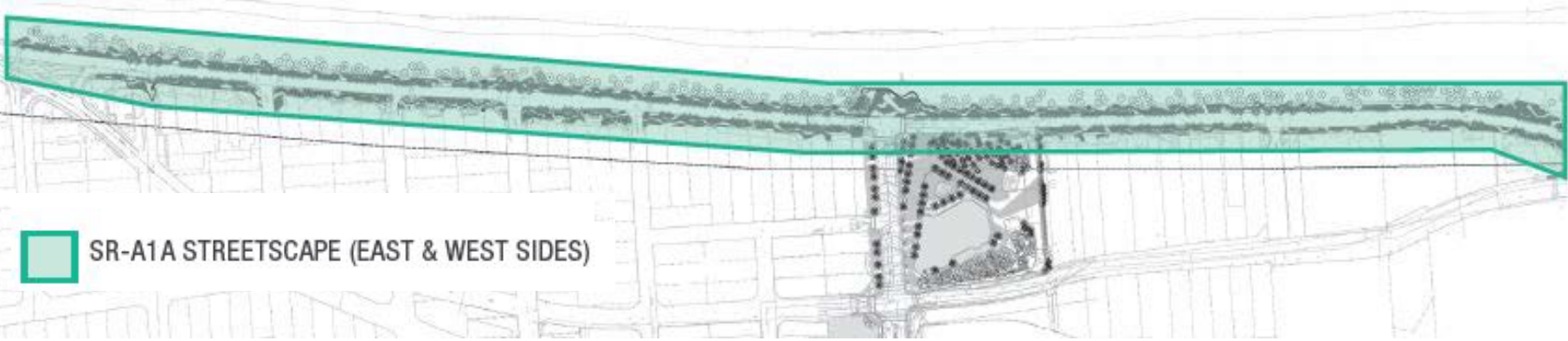


Las Olas Boulevard Corridor Improvement Project

- 26 Month construction project broken out into 2 Phases
- Active construction on Phase 1 – parking garage
- Construction notice to proceed issued on June 8, 2017
- Site was cleared, building pad graded, utility installation ongoing, and pile installation was started



A1A Beach Streetscape Improvement Project



DESIGN ELEMENTS

- WEST SIDEWALK
 - OUTDOOR CAFE SEATING ZONE DEFINED BY HARDSCAPE PATTERN
- TWO VEHICULAR TRAVEL LANES
- ONE (5') BIKE LANE
- EAST SIDEWALK
- LED AMBER LIGHTS

A1A Beach Streetscape Improvement Project

- Design is ongoing
- Construction anticipated to begin 1st Quarter of 2019
- Construction duration estimated at 12 months
- Security enhancements are being considered for the project such as cameras, blue-light phones, license plate readers, and traffic rated bollards. Once the design is roughed out and a rough magnitude of cost is established, staff will present their findings. These enhancements could increase the construction budget as they are additional items.

A1A Beach Streetscape Improvement Project Existing Conditions



A1A Beach Streetscape Improvement Project Existing Conditions



Aquatic Center Renovation Project

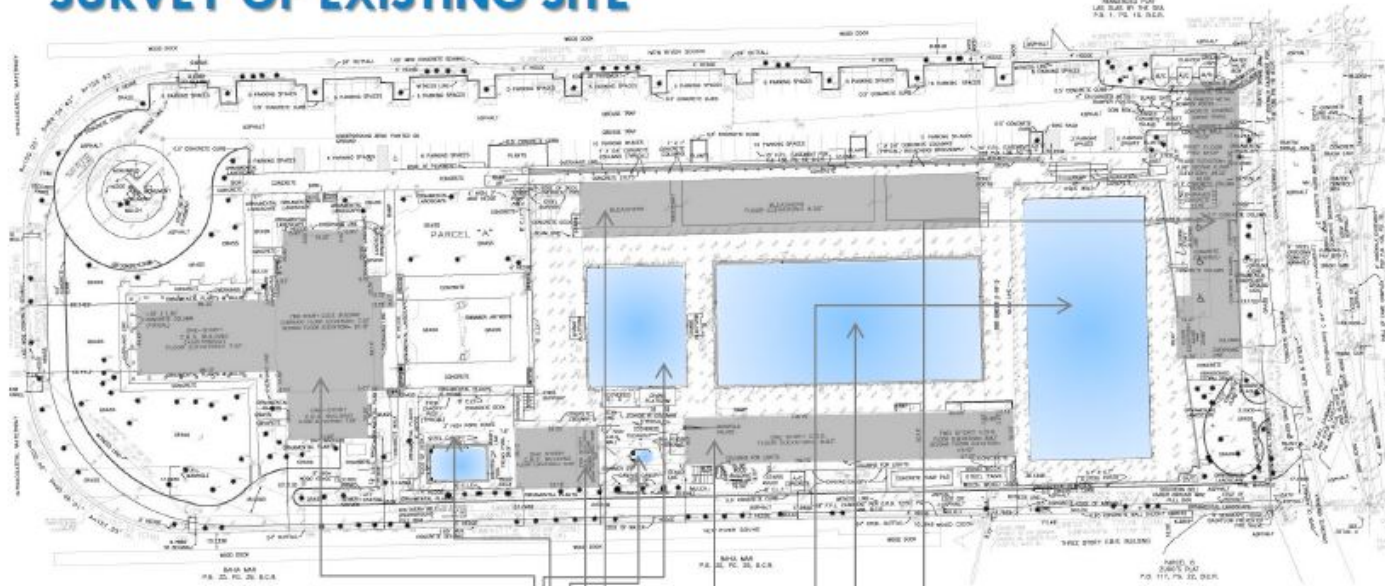


Aquatic Center Renovation Project

- Design-Build Request for Proposal (RFP) is advertised and closes on 2/2/18
- Design anticipated to begin 2nd Quarter 2018
- Construction anticipated to begin 1st / 2nd Quarter 2019
- \$20 Million Construction Budget and Scope of work is as follows:
 1. Remove existing 50M Main Competition Pool and provide new expanded fully FINA compliant standard pool with (2) moveable stainless bulkheads.
 2. Remove existing Diving Pool and underground observation room and provide new fully FINA compliant Diving Pool with dive tower including five (5) platform levels (1M, 3M, 5M, 7.5M, 10M), and 1M and 3M springboard. Provide metal bleacher for +/- 550 spectator capacity on the west side of the Dive Pool.
 3. Remove existing Spa for divers and provide new covered spa.
 4. Repair existing 50M training pool with new surfacing and gutters.
 5. Repair existing Instructional Pool with new surfacing.
 6. Raise pool deck and cut existing piles to allow for increased pool depths needed for competition level-use.
 7. Remove existing grandstand building and bleachers on north side of facility and provide new grandstand with spectator restrooms, concessions, ticket office, and metal bleachers for +/- 1500 spectator capacity with a fabric shade canopy.

Aquatic Center Renovation Project – Existing Conditions

SURVEY OF EXISTING SITE



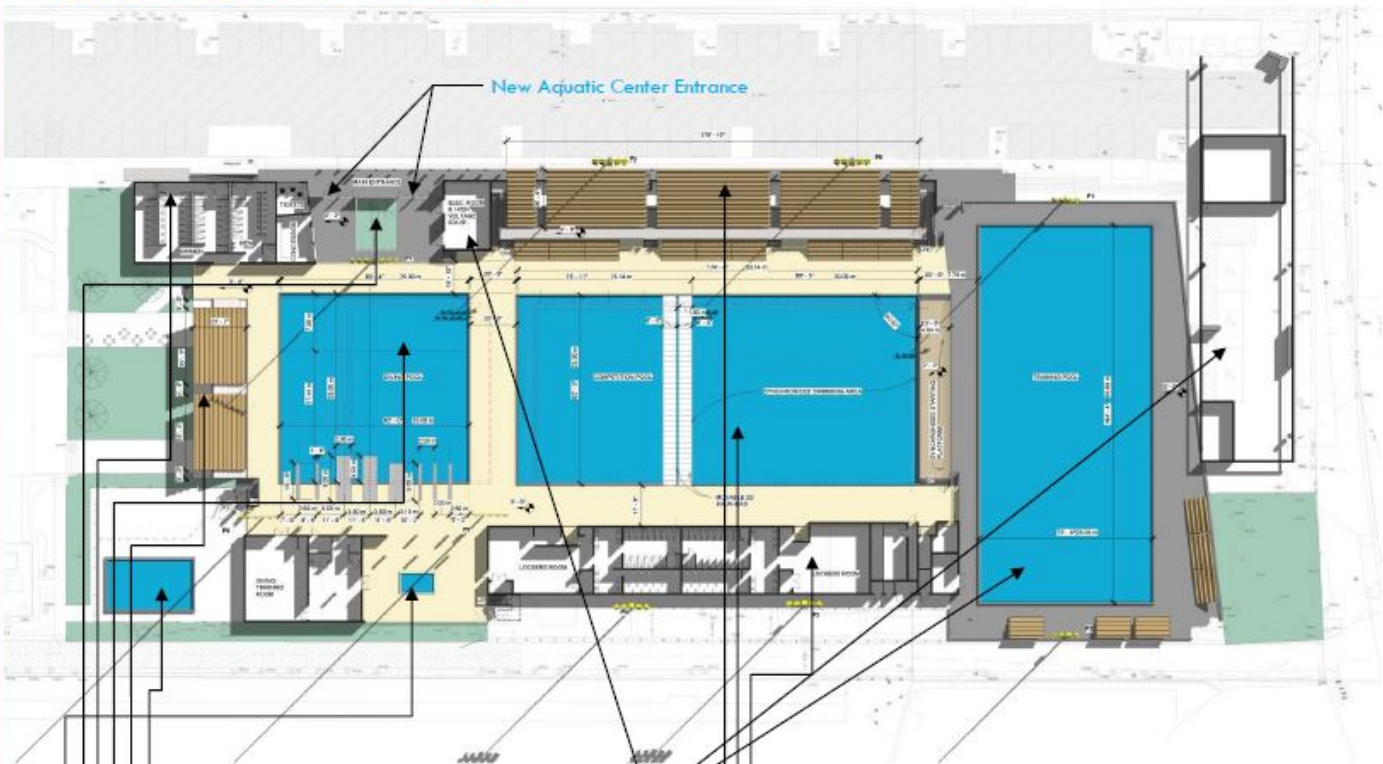
- Existing Swimming Hall of Fame Museum
- Existing Instructional Pool
- Existing Diver Spa
- Existing RR/Shower & Office Building
- Existing Dive Pool
- Existing Competition Pool
- Existing Grandstands and Pool Equipment
- Existing Training Pool
- Existing Museum Expansion & Administrative Offices



WE BUILD COMMUNITY

Aquatic Center Renovation Project – Proposed Conditions

PROPOSED SITE PLAN



- Existing Instructional Pool
- New Diving Pool Grandstand Bleachers
- New Diving Pool and Platforms
- New Restroom/Concession/Ticket Building
- New Location for Existing Swimmer Sculpture
- New Spa

- Existing RR/Shower & Office Building
- New Competition Pool
- New Competition Pool Grandstand Bleachers
- Pool Equipment and Storage below Bleachers
- New Electrical Room
- Existing Training Pool
- Existing Museum Expansion & Administrative Offices



DC Alexander Park Improvement Project

- Design-Bid-Build Project Delivery Method
- Request for Qualifications (RFQ) was issued for Landscape Architect and City issued an intent to award to Keith and Associates, Inc.
- Contract award and Task Order 1 award anticipated for February 6, 2018
- Task Order 1 scope of work begins with site investigation and concludes with 30% schematic design. Anticipate 6 month duration for completion.
- Scope of design work includes:
 1. Family-oriented artistic appurtenance to activate park
 2. 2-Way SE 5th Street
 3. Inviting green space, landscape, and hardscape
 4. Bathroom and Concession Building
 5. Site utilities, roadway and pedestrian lighting, and infrastructure
 6. Security technology (such as cameras or blue-light phones)

DC Alexander Park Improvement Project – Existing Condition



DC Alexander Park Improvement Project – Proposed Condition*

* This is an old concept that includes some elements of Keith and Associates Scope of Work for illustration purposes only. This does not convey what ultimate design will look like.



IV. Update of Beach Projects

From: Lynn Solomon

Sent: Monday, December 11, 2017 2:40 PM

To: Donald Morris

Subject: DC Alexander

Hi Don,

It is my qualified opinion that a “ferris wheel” would fall within the restrictions (i.e. public park or recreation”) imposed by the Alexander family under the 1917 Warranty Deed in favor of the City. The starting point in this analysis is to determine the intent of the grantor. I note that over the years the Alexander family agreed to allow construction of a pool and museum on the site along with ROW improvements. In this instance, I recommend you secure an opinion from the Alexander family representatives.

Please note my research on this issue shows that in 1957, the Florida Supreme Court in Hanna v. Sunrise Recreation, Inc., held that “active uses” falls within the notion of “park”. A credible argument can be made that a ferris wheel constitutes recreational and active use. However, the “public” should not be denied access to the park or the ferris wheel. Also, you did not state whether a fee is being charged and so I am not opining on whether a fee can be charged.

Please note a court of law or the DC Alexander family could take a different position.

Lynn Solomon, Esq. | Assistant City Attorney

City of Fort Lauderdale | City Attorney’s Office

100 North Andrews Avenue, Fort Lauderdale, FL 33301

T: 954.828. 5290 | F: 954.828.5915 | E: Lsolomon@fortlauderdale.gov

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LAUDERDALE AIR SHOW

MAY 5-6, 2018

Show Highlights – A True Community Event

- Major beach event hosted in the shoulder season (first weekend in May)
- Promotes the destination to both local “staycationers” and out of town visitors
- Free show for the public and guests of local beach hotels and restaurants
- Engagement with local schools
- Supports our Military and highlights our community appreciation
- Builds a sense of local community pride as “our signature event”
- Focus on building family-friendly programming and show environment
- Minimize impact on the local community – reduced footprint and traffic

Fort Lauderdale Beach, Florida



Ford LAUDERDALE AIR SHOW

MAY 5-6, 2018

Bringing the show back... What could go wrong?


- **2012 – Headlined by the USAF Thunderbirds**
 - Poor Weather Results in Shortened Saturday Show and Cancelled Sunday Show
- **2013 – USAF Thunderbirds Scheduled to Return**
 - Federal Sequestration Cuts Military Spending 3 weeks before show
 - All-Star, All Civilian Air Show
- **2014 – Runway Construction at FLL**
- **2015 – AIA Reconstruction due to Hurricane Sandy**

Contd.

Fort Lauderdale Beach, Florida

Ford LAUDERDALE AIR SHOW

MAY 5-6, 2018



Back on Track – 2 years of Success!

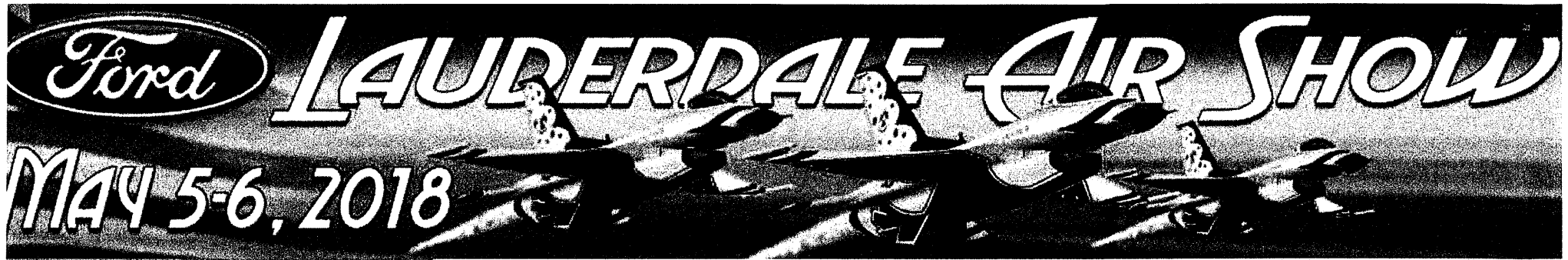
- **2016 – Air Show Returns with the Best Line-Up in the Nation**
 - Headlined by 3 Jets Teams and the Debut of the F-35
 - Excellent weather and packed hotels, restaurants and beaches
 - Reconfigured show site to reduce traffic impact
 - Air Show Footprint Moved North of Sunrise and A1A, leaving Sunrise Blvd intersection open, limiting Air Show Sponsor Revenue



Fort Lauderdale Beach, Florida

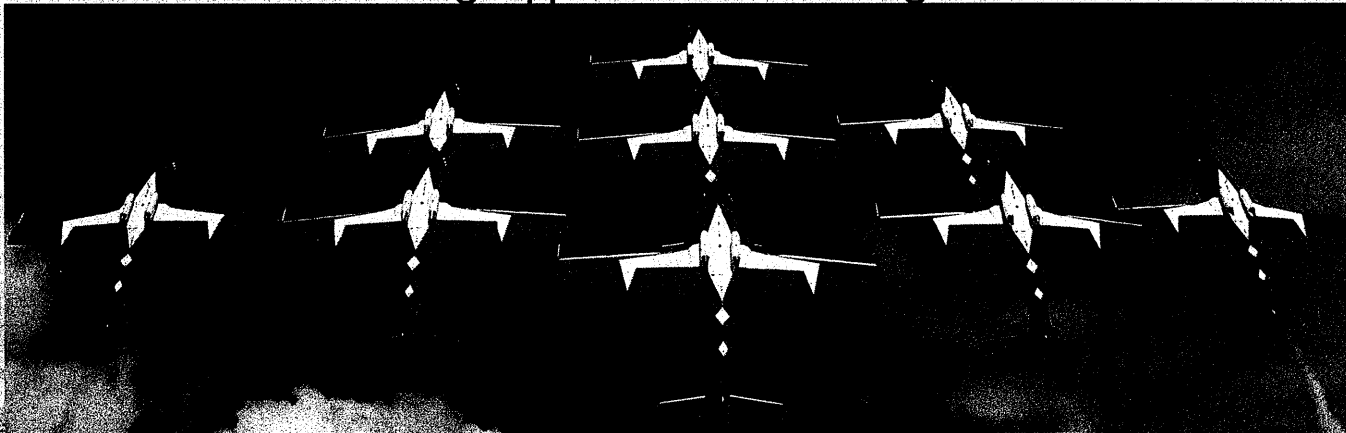
Ford LAUDERDALE AIR SHOW

MAY 5-6, 2018

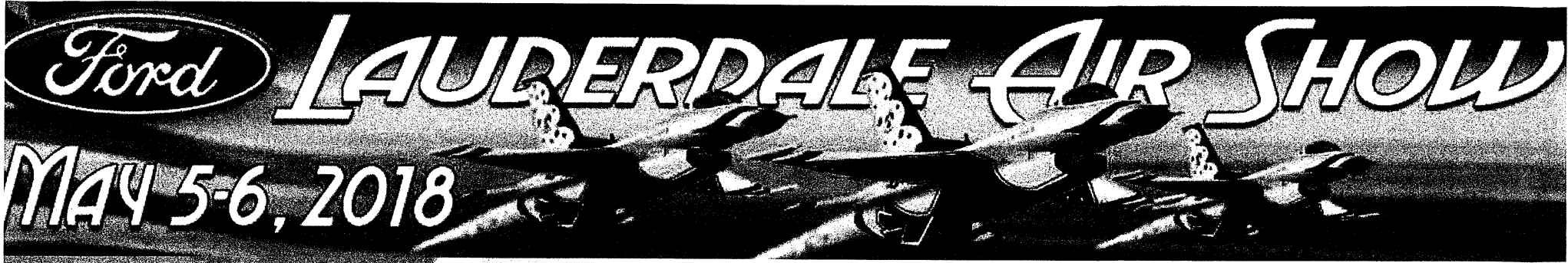


2017 – Another Successful Show!

- Headlined by the Canadian Armed Forces Snowbirds and Top US Military Demonstrations
- More amazing weather and more packed hotels, restaurants and beaches!
- Further Reduced the Air Show's Footprint by Moving Infrastructure to the Beach
- NO ROAD CLOSURE - AIA North of Sunrise open outside of Show Hours for first time ever
- Limits Mobile Marketing Opportunities Resulting in \$100,000+ of Lost Revenue.



Fort Lauderdale Beach, Florida



Building on success in 2018 and Beyond....

- **USAF Thunderbirds return in 2018**
- **Blue Angels confirmed for 2019 – first performance in over a decade!**
- **Expanding local student involvement**
- **Expanding our programming by adding a unique water component**
- **Targeted advance promotion of event to increase overnight stays**
- **Continue our focus on growing as a family-oriented event**
- **New F+B offerings to promote local business including local food trucks and local breweries**
- **More integrated promotion of event with hotels, CVB, City, etc.**

Fort Lauderdale Beach, Florida



Ford **LAUDERDALE AIR SHOW**
MAY 5-6, 2018

2017 City Support Costs

Department	Cost of Services
Police	\$118,326.25
Parking	\$13,970.00
Fire EMS	\$51,593.90
Ocean Rescue	\$18,502.25
Parks and Recreation	28,769.58
Total City Support Costs*	\$231,161.98

***BID and BRAB funds were applied to Police, Fire, Ocean Rescue and Clean Up costs outside the Event Site where the event is viewed for free**

Fort Lauderdale Beach, Florida

