



DRAFT
City of Fort Lauderdale
ECONOMIC DEVELOPMENT ADVISORY BOARD
 May 12, 2021, 3:30 PM
 Virtual Meeting Minutes

<u>Board Members</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Nicholas Kuchova, Vice Chair	P	4	1
Jay Adams	A	3	2
Michael Buonaiuto	P	5	0
Dudly Etienne-Harvard	P	3	2
Michael Stara	P	5	0
William “Bill” Feinberg	P	3	0
Katherine Koenig <i>(first meeting)</i>	P	1	0
Michael Lorigas <i>(first meeting)</i>	P	1	0

Staff

Daphnee Sainvil, Liaison, Government and External Affairs Manager
 Suzy Joseph, Economic Development Representative
 Krystal Permanan, Economic Development Representative

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Mr. Kuchova called the meeting to order at 3:31 p.m.

Mrs. Permanan called roll, and it was noted a quorum was present.

II. Approval of the April 14, 2021 Meeting Minutes

Motion made by Mr. Buonaiuto, seconded by Mr. Stara, to approve. In a voice vote, the **motion** passed unanimously.

III. New Business- Presentation: 18-hour City, Sarah Hannah-Spurlock

Mrs. Sarah Hannah-Spurlock, Nighttime Economy (NITE) Manager with the City of Fort Lauderdale delivered a power point presentation titled “The 18-Hour City: Is it right for Fort Lauderdale?” *(see attached)*

Mrs. Hannah-Spurlock highlighted the significance of the other 12 hours of the day and the impact it can have in creating “destination Fort Lauderdale”.

Mr. Kuchova discussed the possibility of EDAB’s role in communicating to the commission that the nighttime economy is viable. Also, to suggest that the commission undertake some activity to study the nighttime economy, which would include the provisions for public private partnerships or other funding sources. That the nighttime economy is an important factor that needs to be addressed.

Mrs. Hannah-Spurlock responded that receiving acknowledgement as such, from the commission would go a long way and would provide leverage for future projects.

IV. Old Business

- **Decorum**

Mr. Kuchova addressed the unacceptable behavior displayed at the last meeting by a board member, who as a result, is no longer on the board. That the behavior was disruptive and unproductive and apologized to Ms. Sainvil and the team for having to sit through such behavior.

Mr. Stara added that he is getting frustrated with the lack of accomplishments from the board and therefore, goals need to be established to be presented to the commission. Also, board leadership needs to be at a caliber to handle such occurrences as the conduct displayed at the last meeting.

- **Discussion and Election of EDAB Board**

Mr. Kuchova opened the nominations for chair and was immediately nominated by Mr. Stara and Mr. Feinberg for the position. Followed by Mr. Buonaiuto nominating himself for the position of chair. Mr. Stara asked for confirmation if nominating yourself was allowed, which Ms. Sainvil responded in approval.

Mr. Feinberg requested that the candidates properly introduce themselves so that everyone, especially new members to the board can learn more about them before voting. This request was facilitated by Ms. Sainvil who offered both candidates an opportunity to make their introductions. In delivering his introduction, Mr. Kuchova expressed his appreciation for the nomination and desire to contribute to the board but stated that he has no aspirations of being the chair, and therefore offers his support to Mr. Buonaiuto.

Mr. Lorigas asked for clarification on the role of the chair. Ms. Sainvil responded with a shared screen of the “Guide for Members of Boards and Committees”, which outlined the role of the chair or vice chair. Mrs. Joseph asked Mr. Lorigas if he ever received a copy of the guide, which he confirmed that he did but did not have a chance to review it.

Mr. Stara moved to elect Mr. Buonaiuto by acclamation, since there were no other candidates. Mr. Kuchova second that motion. Mr. Feinberg asked if all was in favor, any oppose- then in a voice vote, Mr. Buonaiuto was unanimously declared as chair.

Mrs. Joseph facilitated the nomination of the vice chair position. Mr. Feinberg nominated Mr. Kuchova, which was second by Mrs. Koenig. Mr. Feinberg asked if there were any discussion and Mr. Stara responded that he expects Mr. Buonaiuto and Mr. Kuchova to keep the board on track, and to not allow behavior such as the one displayed in the previous meeting to happen in future meetings, because it was disruptive, a waste of the board's time, and is outside of the board's mission. Mr. Kuchova responded "absolutely", and Mr. Buonaiuto reminded the board that he did call a point of order during said behavior. Mr. Stara stated that he thought about running for a position, but decided not to, but will instead be holding the chair and vice chair accountable for leadership. Mr. Feinberg asked if all was in favor of Mr. Kuchova being vice chair, any oppose- then in a voice vote, Mr. Kuchova was unanimously declared as vice chair.

Mr. Buonaiuto asked for the board's opinion on supporting Mrs. Hannah-Spurlock's initiative on the nighttime economy. That whether resources are private or public, that it should be a priority item presented to the commission. Mr. Stara responded that it should be an item added to the list of objectives, to be presented to the commission as a dialogue. Mr. Feinberg agreed that there needs to be a list of top priorities. Mr. Stara insisted that at next month's meeting, the board will come up with a working document to be presented in a scheduled meeting to the commission. Mr. Feinberg asked Ms. Sainvil how important the 18-hour city agenda is to the commission. Ms. Sainvil responded that because of Covid it has not been much of a priority because there hasn't been much of a nighttime economy. However, becoming an 18-hour city is important but we must first address the challenges of homelessness, making our city safer, and broadband infrastructure. That there's no purpose in identifying your city as an 18-hour city on paper, if your infrastructure isn't set up for it.

Ms. Sainvil announced to the board the Governor's executive order pertaining to Covid, that restrictions have been suspended effective immediately. That the city is moving towards in-person meetings for not just commission meetings, but advisory board meetings. That the intended date is June 1st to resume normal activity. Ms. Sainvil asked for the board's recommendation on a meeting date and time to be submitted to the clerk's office for room reservation. Mr. Stara made a motion to request a meeting time change from the current time of 3:30 p.m. to 5:00 p.m. to the new time of 3:00 p.m. to 5:00 p.m., stating that the board could truly benefit from a solid two hours. This motion was supported by a consensus from all members in agreement of the new EDAB meeting time of 3:00 p.m. to 5:00 p.m. Mr. Buonaiuto asked if remote/virtual attendance would be applicable and Ms. Sainvil responded no. Beginning June 1st, 2021, Zoom meetings will no longer be scheduled, and virtual attendance will no longer be permitted for either public or board members.

Mr. Buonaiuto requested from Ms. Sainvil the synthesized SWOT analysis be made available at the next meeting and stated that he will submit a list of agenda items to Ms. Sainvil for the next meeting.

V. Next Meeting: June 9, 2021 (Agenda to be distributed at a later date).

VI. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 5:11 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

THE 18-HOUR CITY

IS IT RIGHT FOR FORT LAUDERDALE?



FORT LAUDERDALE
NITE *#FTLnite*

EDAB Meeting
May 12, 2021

What is an 18-Hour City?

Economists and real estate investors use the term to describe a mid-size city with

- attractive amenities and solid infrastructure
- higher-than-average population growth
- lower cost of living and cost of doing business than the larger gateway cities like New York City, Boston, and Los Angeles
- These robust amenities and services extend well into the twilight hours
- “Distinctive and lovable culture”

While they don't operate on a 24-hour basis like the gateway cities, 18-hour cities have similar advantages including a solid public transportation system and a strong economy.

Examples of 18-Hour Cities

- ▶ Nashville, TN
- ▶ Austin, TX
- ▶ Portland, OR
- ▶ Seattle, WA
- ▶ Charleston, SC
- ▶ Boise, ID
- ▶ Chattanooga, TN
- ▶ Kansas City, MO

According to a recent ULI report, 17 of the top 20 and 9 of the top 10 real-estate markets in the U.S. are in 18-hour cities

What's So Great About 18-Hour Cities?

- ▶ These cities are characterized by the availability of recreation and entertainment opportunities. As such, they have become targets for millennials and their growing families. At 76 million, millennials are the largest demographic.
- ▶ Employers like them because the cost of doing business is less. Because the cost of living is less, they attract large numbers of job seekers.

A City that Sometimes Sleeps

Benefits of an 18-hour City:

- Additional hours of safe nighttime activities and services create more jobs
- Diverse nighttime activation creates a viable transition from day-time to night-time and this diversity is critical to fostering a more inclusive and safe nighttime environment. This mixture of people creates a calmer environment in the streets and makes unsociable behavior less acceptable.
- More activation during the twilight hours encourages commuters to stick around for a couple of hours, thus reducing the impact on rush-hour traffic.
- Especially in south Florida where the summer heat can be brutal, offering more access to and providing more opportunities in our parks and open spaces at night is vital to maintaining an active economy

Nightlife isn't a nuisance to be shut down, but an economic driver to be supported.

“With a global trend toward urban living and approximately 80% of Americans living in metro areas, where there tends to be more vibrant nightlife, healthy nighttime economies will likely become an increasingly significant part of the overall economy.”

Nightlife as an Economic Driver

- The travel and tourism sector currently accounts for 10.4% of global GDP
- The hospitality industry accounted for 313 million jobs worldwide, or 9.9% of total employment and 20% of all global net jobs created in the last decade
- American millennials spend 44% of their food budgets eating out instead of cooking in

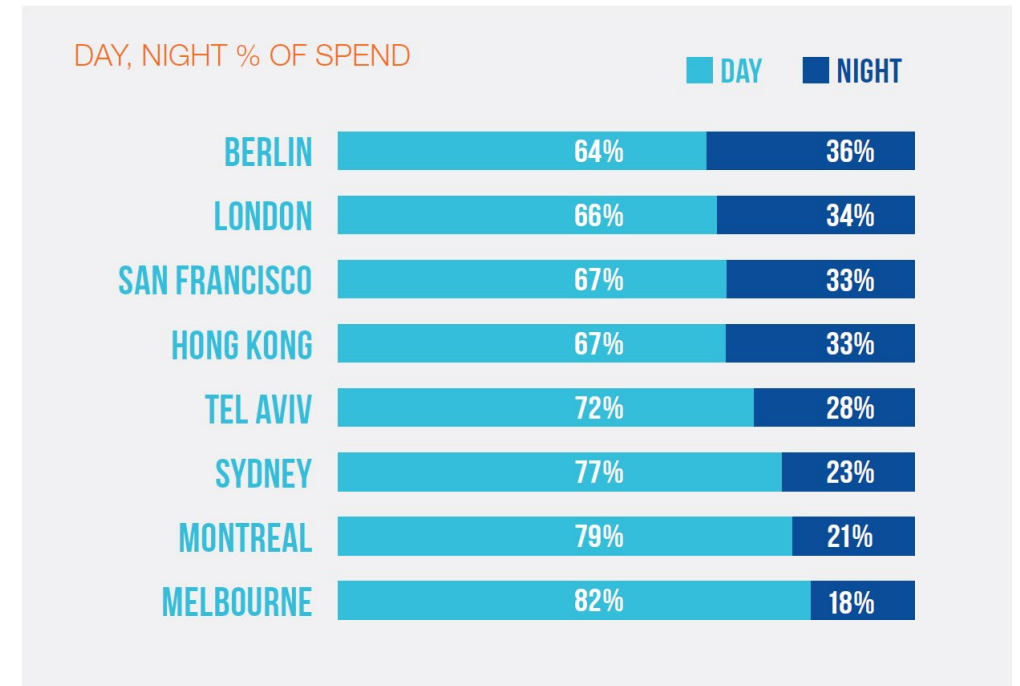
Why Should We Care About Nightlife?

Nightlife is a critical part of a city's economy.

San Francisco: \$6 billion in economic impact and 62,000 employees in restaurants, bars, music venues, performance spaces

New York City: \$19.1 billion in economic impact and 196,00 jobs in NYC nightlife

Sydney: \$27.2 billion in economic impact and 234,000 jobs in food, drinks and entertainment sectors



Some Fun Facts about Fort Lauderdale's Life at Night

ID	Location
1	Las Olas Boulevard
2	McCrary Bldgs
3	Rivewalk
4	Historic Brickell
5	111 Properties
6	Cultural District
7	F.A.T. Village Art District
8	North Beach Shoppes & Restaurants
9	Galleria - Sunrise Blvd
10	Sunrise Lane Region
11	Beach Place
12	Twoomey
13	17th ST Districts

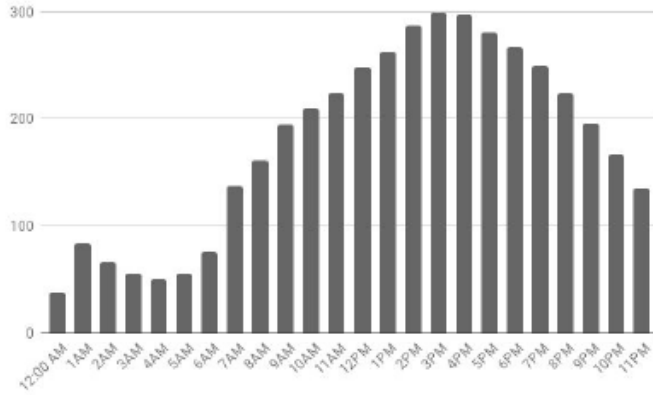
There are **13** identified entertainment areas in town

Average Day – Hourly Distribution of Mobile App Users

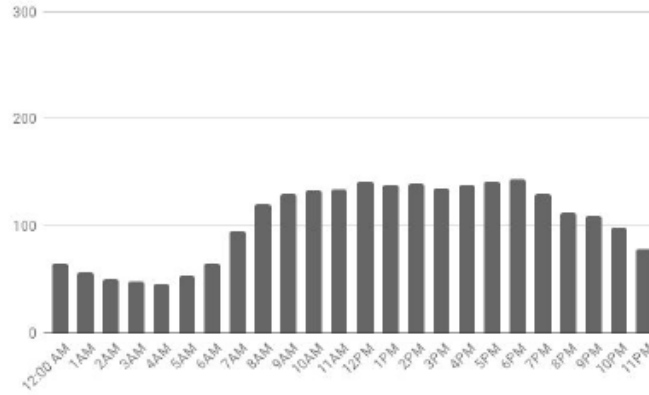
Number of Mobile App Users / 60x60 meter area (approx. 10% of population)

Average Hours: August 2018 – March 2019

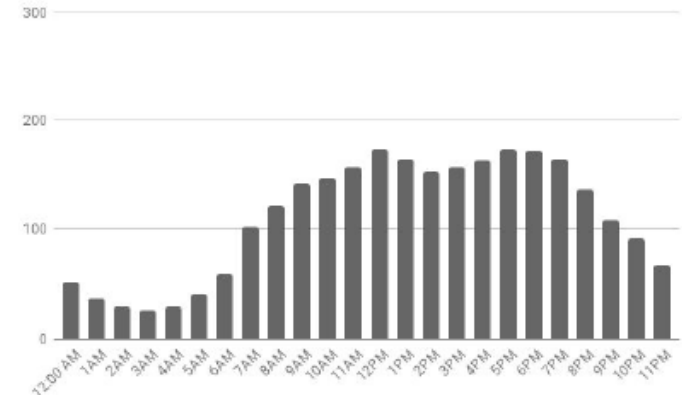
Daytime Peaks (6am – 6pm)



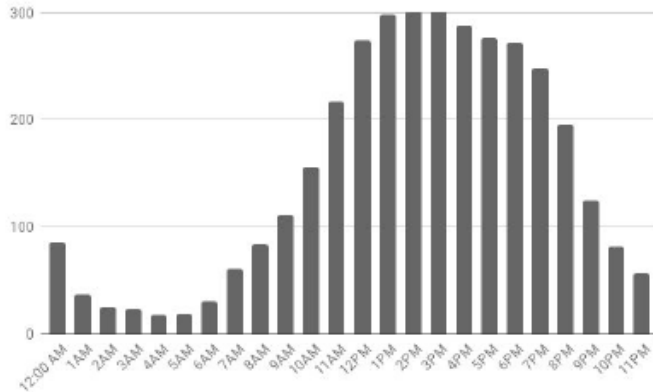
Beach Place



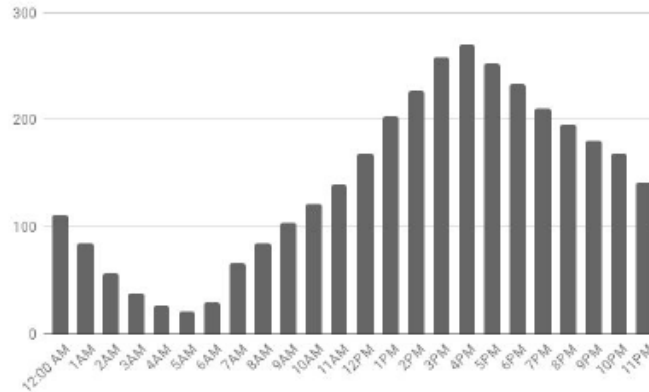
Riverwalk



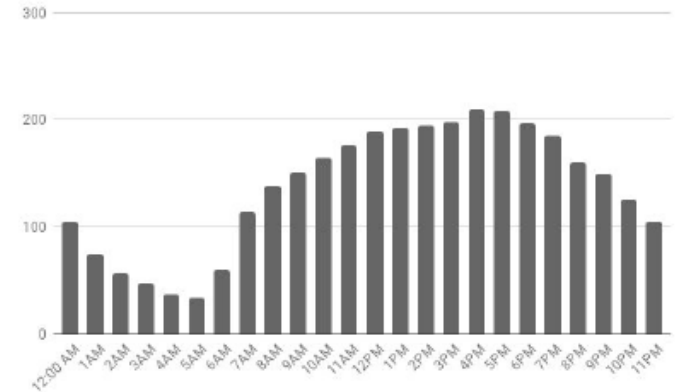
17th St District



Galleria – Sunrise Blvd



Twomey



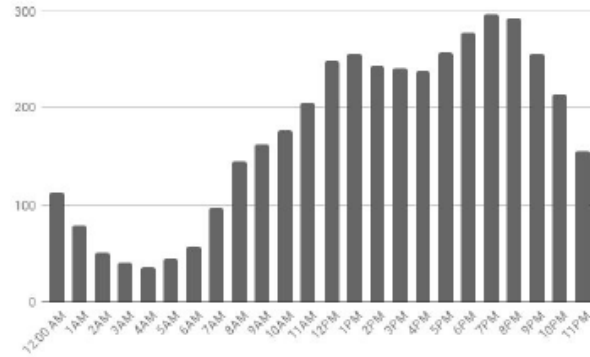
Sunrise Lane Region

Average Day – Hourly Distribution of Mobile App Users

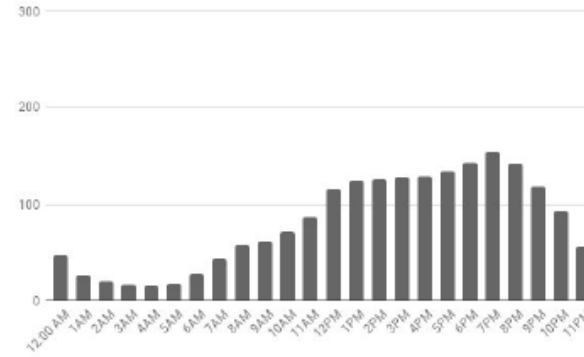
Number of Mobile App Users / 60x60 meter area (approx. 10% of population)

Average Hours: August 2018 – March 2019

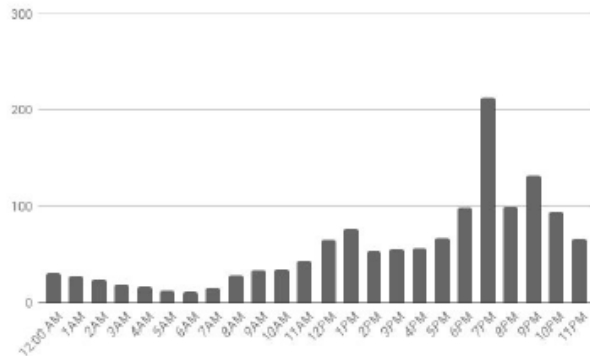
Twilight Peaks (6pm – 9pm)



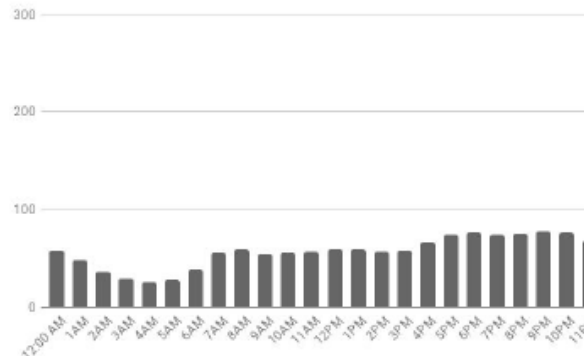
Las Olas Blvd



North Beach



Cultural Districts



F.A.T. Village Art District

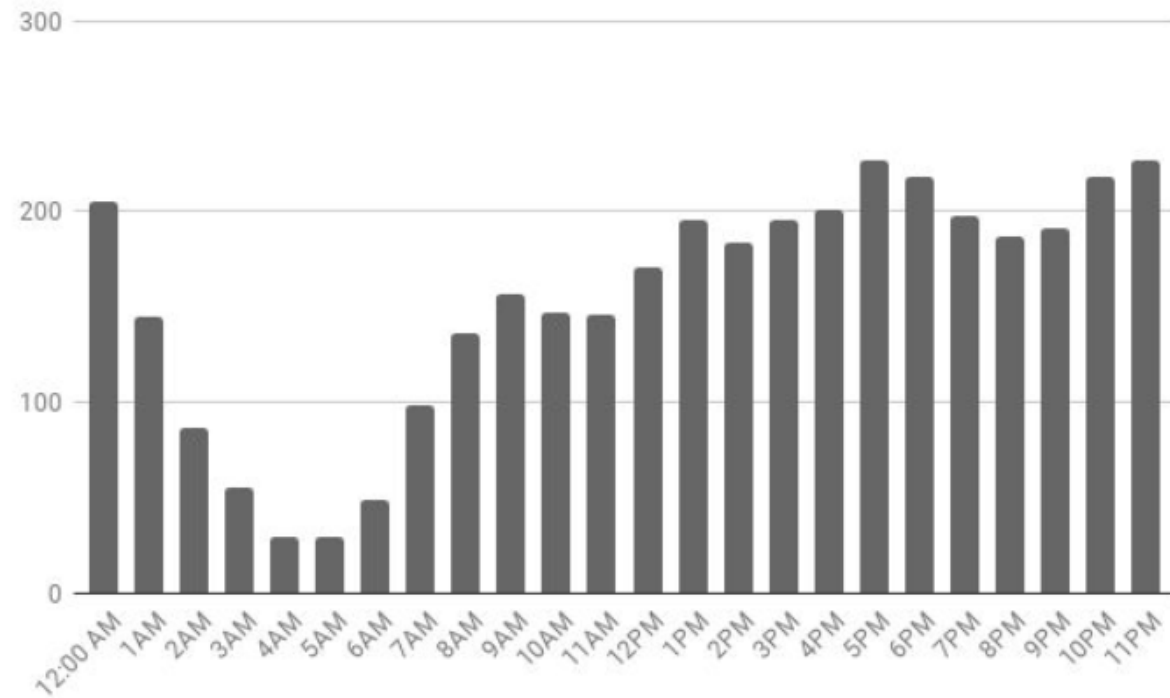
Average Day – Hourly Distribution of Mobile App Users

Number of Mobile App Users / 60x60 meter area (approx. 10% of population)

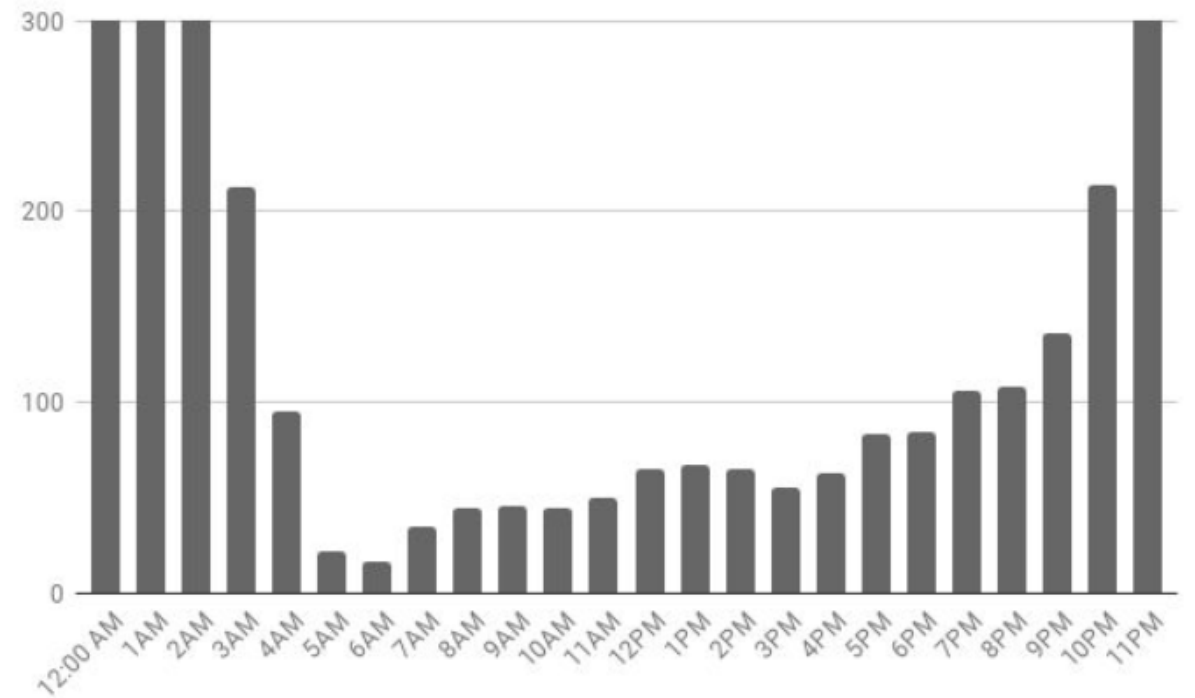
Average Hours: August 2018 – March 2019

Night Peaks (9pm – 12am)

Late Night Peaks (12am – 4am)



Mcrory Buildings



111 Properties

Broward Blvd

240

Mobile App user
Hourly Average per
60m grid cell

30

% increase from
Average

Daytime
Peak

Sunrise Blvd

334

Mobile App user
Hourly Average per
60m grid cell

30

% increase from
Average

Daytime (6am – 6pm)

Las Olas Blvd

353

Mobile App user
Hourly Average per
60m grid cell

20

% increase from
Average

Oakland Park Blvd

261

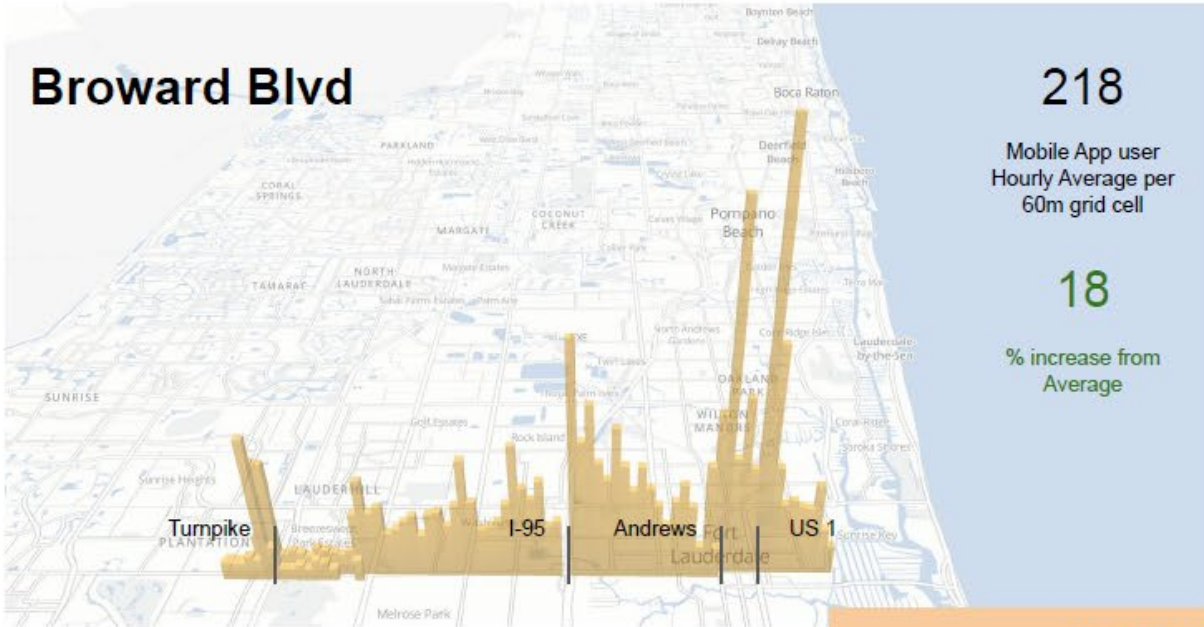
Mobile App user
Hourly Average per
60m grid cell

30

% increase from
Average

Hourly avg. of mobile app users – approx. 10% of pop.

Broward Blvd



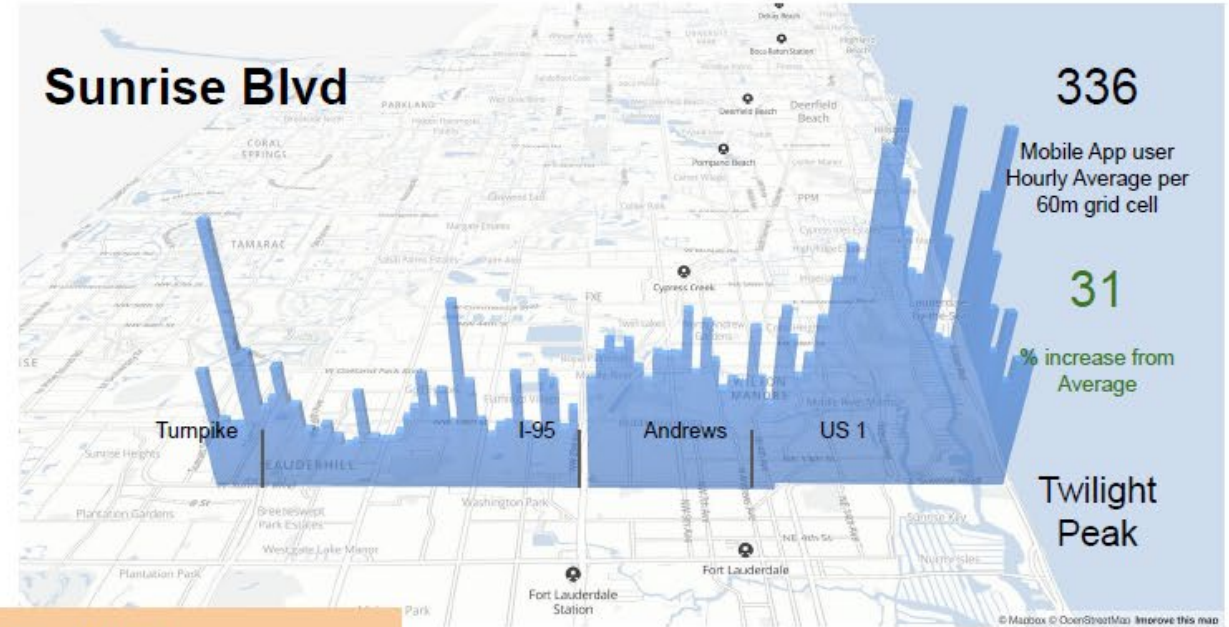
218

Mobile App user
Hourly Average per
60m grid cell

18

% increase from
Average

Sunrise Blvd



336

Mobile App user
Hourly Average per
60m grid cell

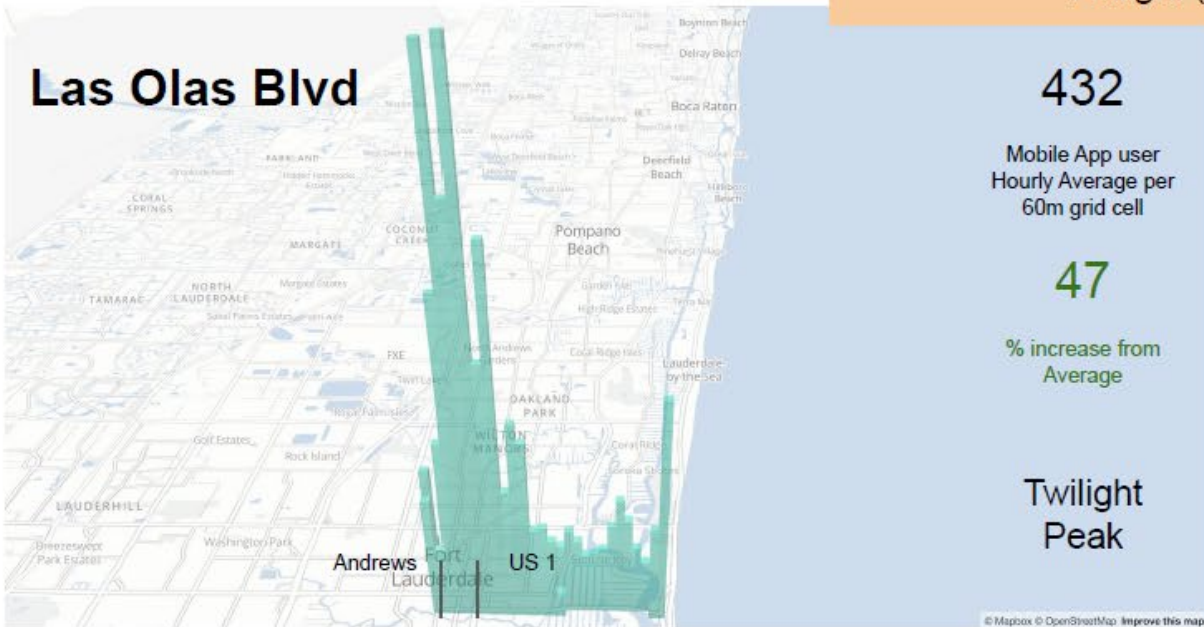
31

% increase from
Average

Twilight
Peak

Twilight (6pm – 9pm)

Las Olas Blvd



432

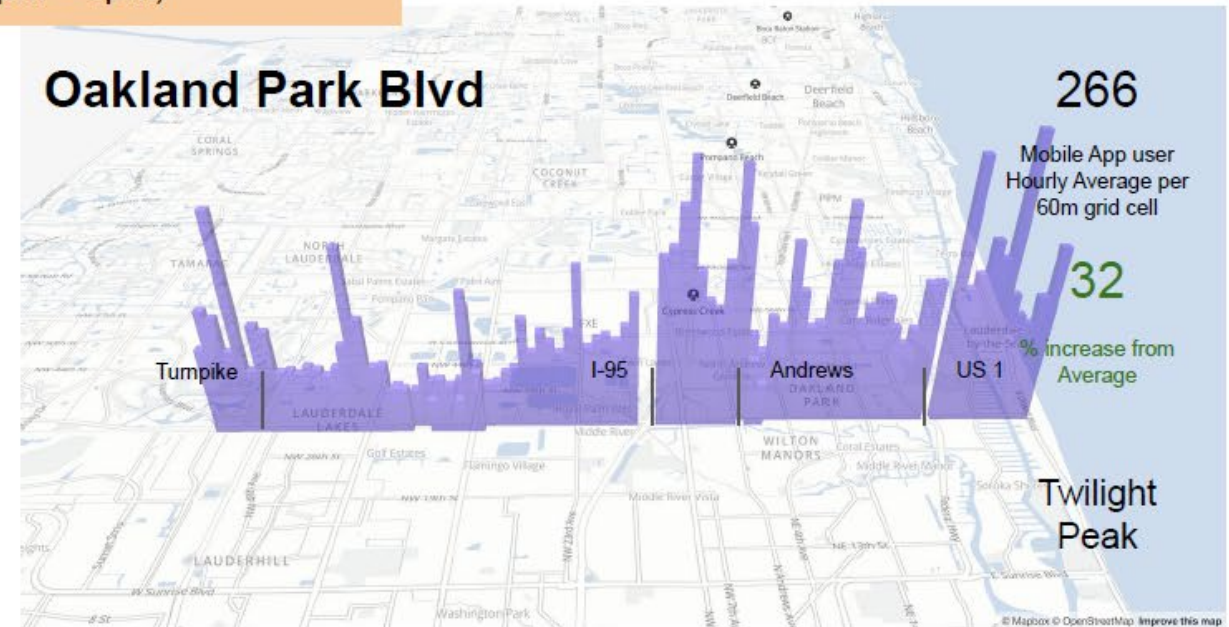
Mobile App user
Hourly Average per
60m grid cell

47

% increase from
Average

Twilight
Peak

Oakland Park Blvd



266

Mobile App user
Hourly Average per
60m grid cell

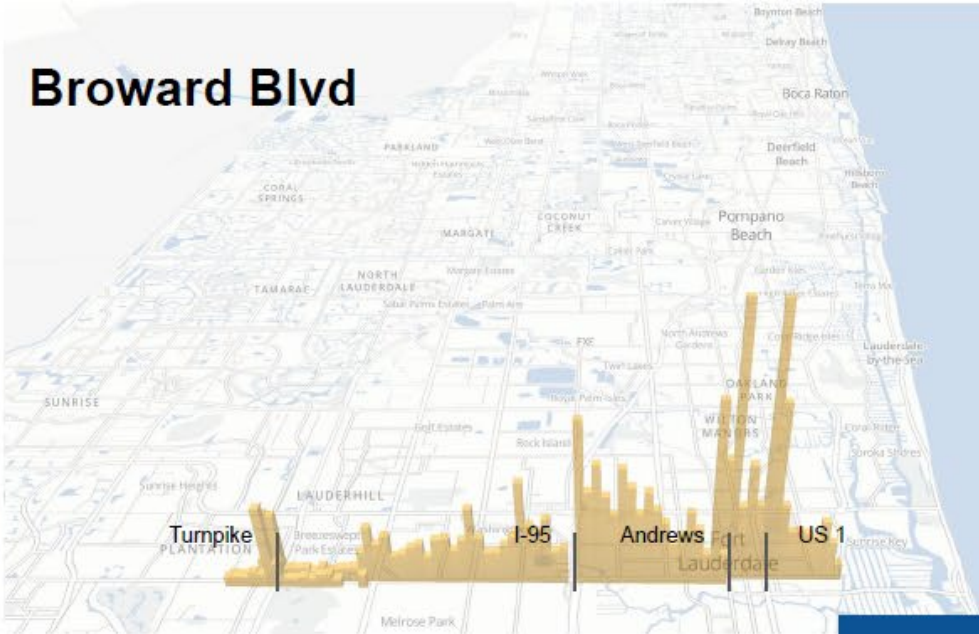
32

% increase from
Average

Twilight
Peak

Hourly avg. of mobile app users – approx. 10% of pop.

Broward Blvd



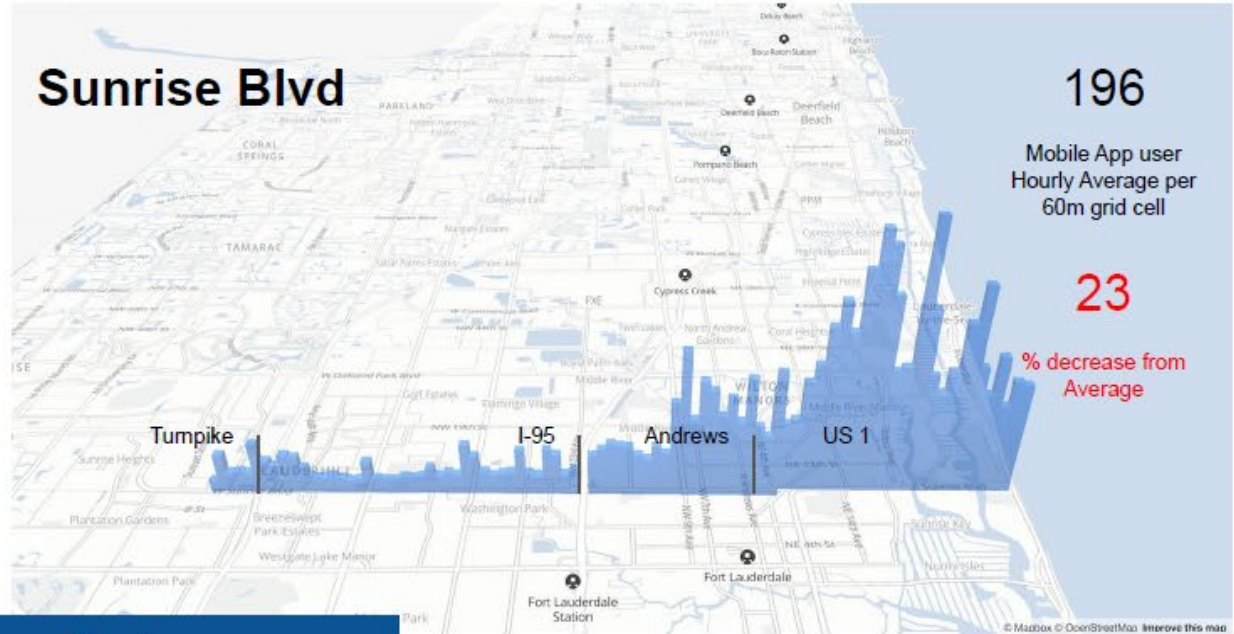
146

Mobile App user
Hourly Average per
60m grid cell

21

% decrease from
Average

Sunrise Blvd



196

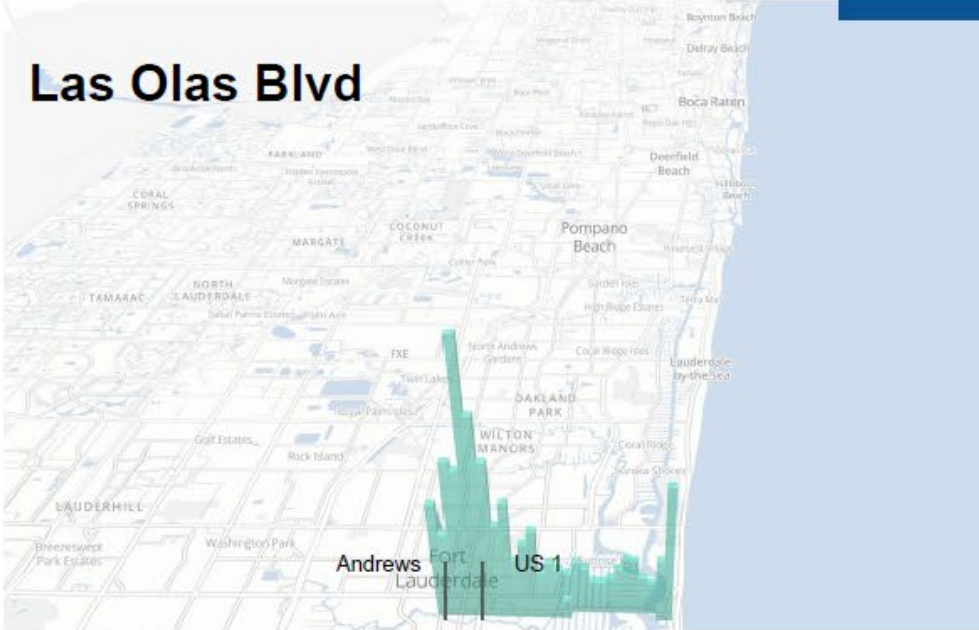
Mobile App user
Hourly Average per
60m grid cell

23

% decrease from
Average

Night (9pm – 12am)

Las Olas Blvd



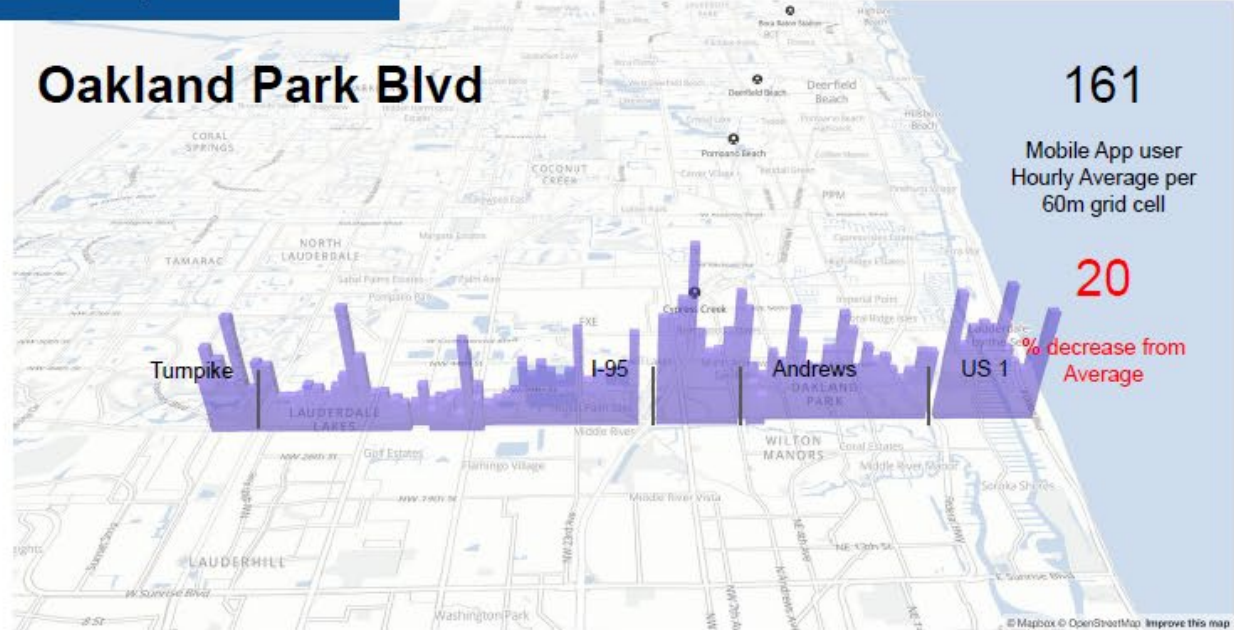
305

Mobile App user
Hourly Average per
60m grid cell

4

% increase from
Average

Oakland Park Blvd



161

Mobile App user
Hourly Average per
60m grid cell

20

% decrease from
Average

Hourly avg. of mobile app users – approx. 10% of pop.

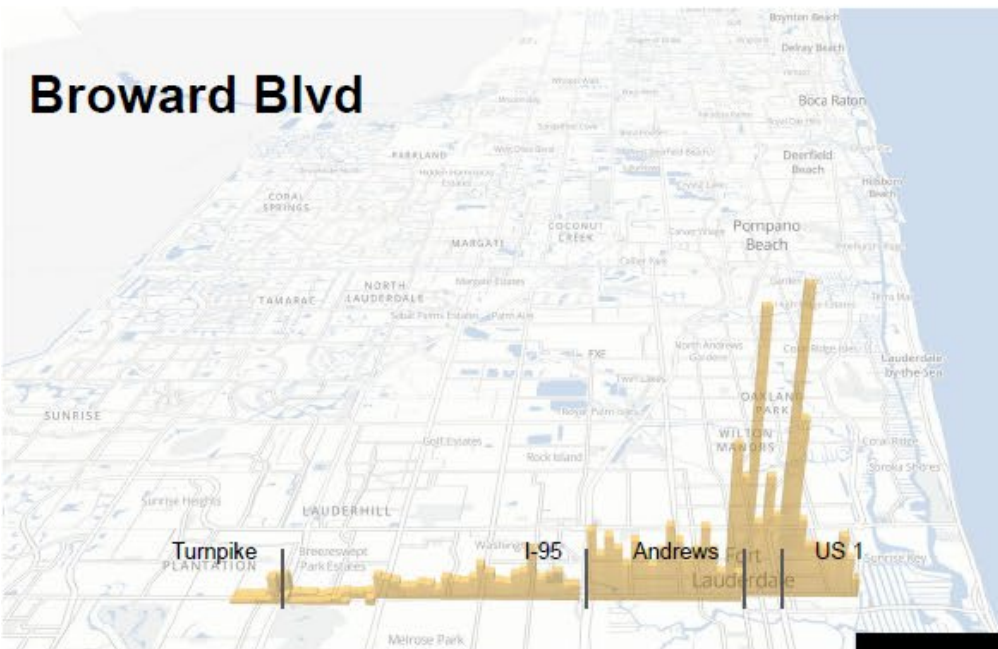
Broward Blvd

83

Mobile App user
Hourly Average per
60m grid cell

55

% decrease from
Average



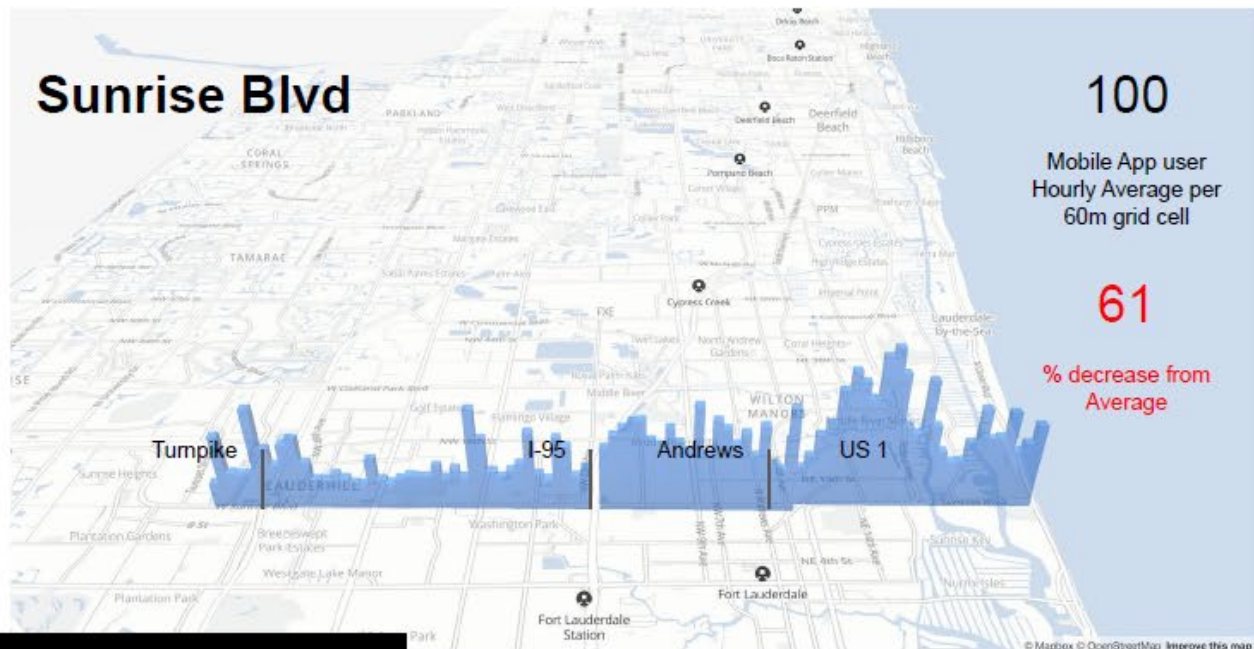
Sunrise Blvd

100

Mobile App user
Hourly Average per
60m grid cell

61

% decrease from
Average



Late Night (12am – 4am)

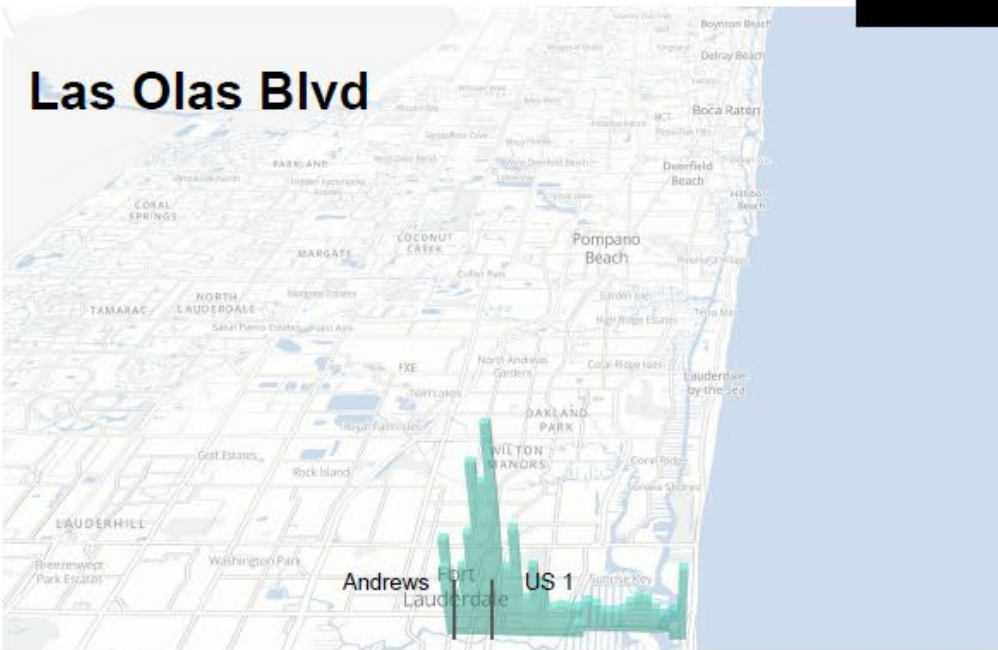
Las Olas Blvd

117

Mobile App user
Hourly Average per
60m grid cell

60

% decrease from
Average



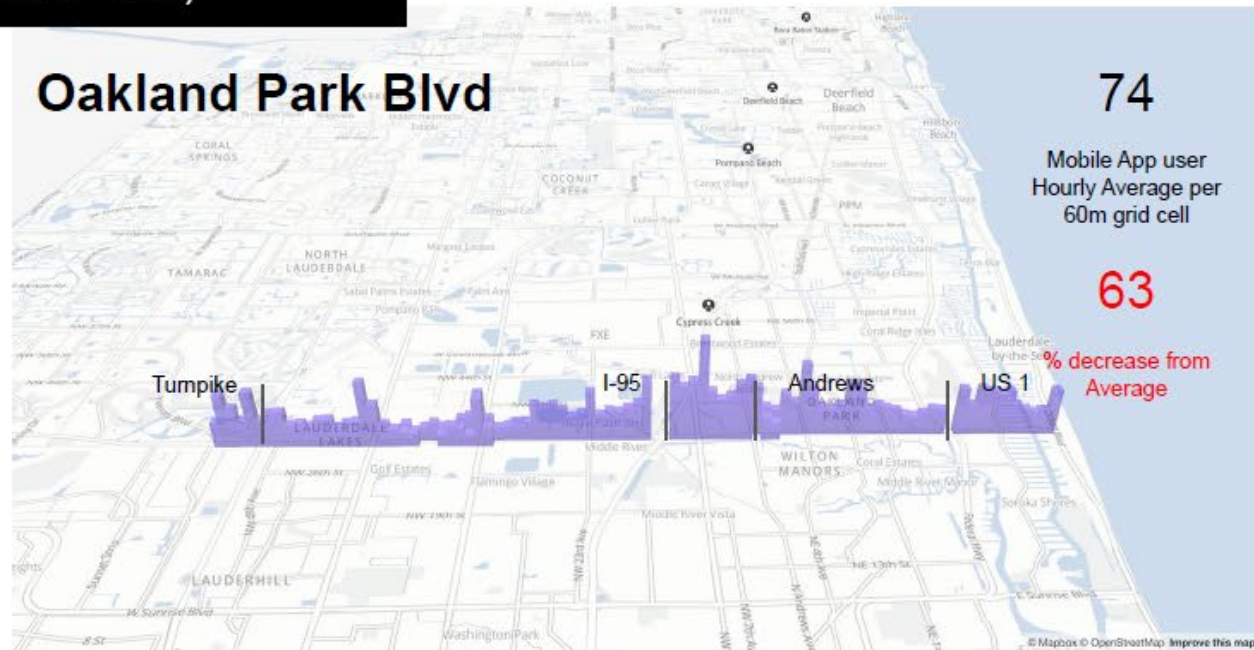
Oakland Park Blvd

74

Mobile App user
Hourly Average per
60m grid cell

63

% decrease from
Average

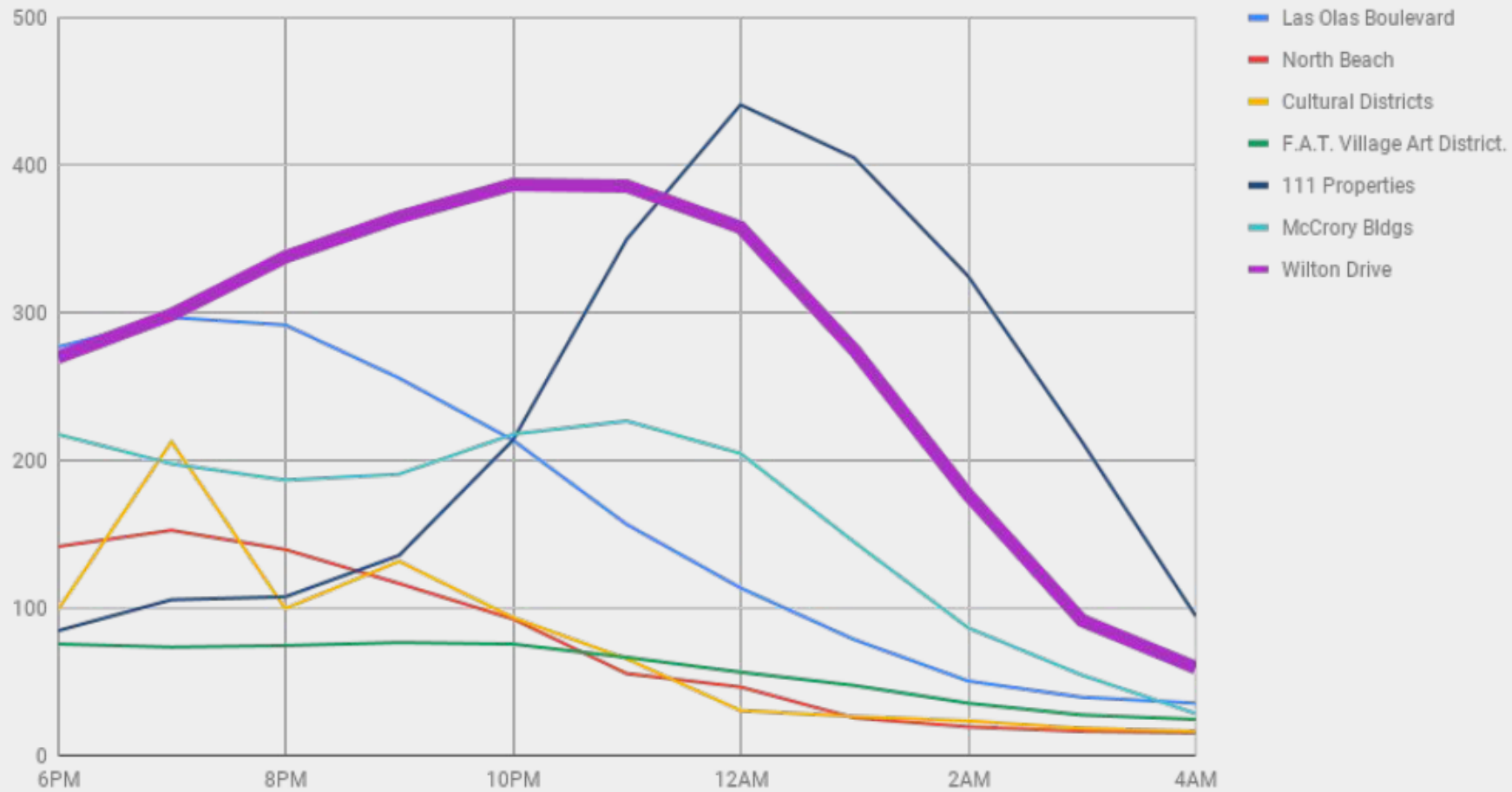


Hourly avg. of mobile app users – approx. 10% of pop.

Hourly Distribution of activity (6pm – 4am) for Entertainment areas in Fort Lauderdale with Twilight, Night, and Late Night peaks vs Wilton Drive, Wilton Manors

Number of Mobile App Users / 60x60 meter area (approx. 10% of population)

Average Hours: August 2018 – March 2019



What Kind of Nighttime
Economy do we want in
Fort Lauderdale?

A Vibrant and Safe Life at Night Doesn't Happen by Accident

What Can We do to Move this Effort Forward?

- ▶ Conduct a nighttime economic fiscal impact study
- ▶ Invest in safe and accessible nighttime mobility and transportation
- ▶ Consider municipal service provision after 5 pm
- ▶ Create a nighttime task force that looks at enhancing our nightlife
- ▶ Develop strategies that address the growing conflict between residential areas and venues with regards to sound
- ▶ Develop ways to attract and retain local artists
- ▶ Serve customers, not drinks (focus on the experience)
- ▶ Encourage businesses to keep nighttime hours
- ▶ Encourage the development of a city-wide hospitality and night business alliance that lobbies on behalf of the nightlife industry

Continue the Conversation

 @sarahlocalgov

 @ftINITE