

# Fort Lauderdale Beach Business Improvement District Expansion

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# Business Improvement Districts (BIDs)

## **Benefit**

- Business and property owners within a carefully designed boundary

## **With funding from**

- Special assessment of commercial properties

## **Intent on**

- Augmenting member presence and outreach through marketing and promotion
- Spearheading capital improvements
- Enhancing security
- Improving sanitation

# Fort Lauderdale Beach BID Created in 2006

## To address

- Poor overall appearance of public spaces
- Limited streetscape landscaping and beautification
- Inadequate wave wall maintenance
- Insufficient signage and branding identification
- Lacking pedestrian needs
- Improvement overall image of the beach
- Opportunity to create unique sense of place for visitors

## By

- Improving the physical appearance of the beach
- Marketing district businesses and promoting beach as premiere resort destination
- Hiring additional security
- Creating a dedicated revenue stream to fund value-enhancing capital improvements
- Advocating for district businesses and coordinating with key community organizations

# Today Fort Lauderdale Beach BID Continues

## **Capitalizing on Fort Lauderdale Beach's**

- Success evolving into a premiere resort destination
- Desirability as a destination for local and inbound tourism alike
- Enriched district aesthetics
- Unique sense of place
- Improved beach image

## **By**

- Promoting and connecting district, member businesses, and users through integrated marketing
- Beautifying district through landscaping, pedestrian access, and events environments
- Supporting key events with grants funding
- Lobbying for district business needs

# Fort Lauderdale Beach BID Actively

## **Provides grant support**

- Annual holiday lighting display
- Fort Lauderdale Air Show
- Friday Night Sound Waves
- Las Olas Oceanside Farmers Market
- Audacy Beach Festival
- Tortuga Music Festival
- Visit Lauderdale Food & Wine Festival
- Winterfest Boat Parade

## **Improves visitor experiences**

- Fort Lauderdale Beach Park parking lot improvements
- SmartCity digital information kiosks at Las Olas Oceanside Park and the Beach Garage

# Fort Lauderdale Beach BID Succeeds

## With funding from

- District members
- Millage rate: \$0.85 per \$1,000 taxable value

## Board advocacy

- Engaged, committed, and dynamic
- Prioritizing business welfare and positive visitor experiences

## Resulting in

- Adopted FY 2023 Revenues: \$1,093,902
- Actual FY 2021 Revenues: \$1,083,307



# Exploring Expansion



Fort  
Lauderdale BID

Evaluate alignment of activities and projects with original *Mission, Strategic Goals, and Priority Goals*

Consider current needs and future desires of prospective members

Phase I – Examine Progress and Future Direction



# Prepare and present map detailing current and expanded boundaries

Phase II – Determine Properties Eligible for Membership



Assess needs and challenges within existing and proposed boundaries

Use data to reveal opportunities for success provided by district expansion

Phase III – Identify Points of Opportunity

Listen to existing and prospective members' perspectives on proposed expansion

Engage through interviews, surveys, and BID Board meetings

Phase IV – Gauge Overall Interest

Determine best mix of services, activities, and programs to maximize engagement and returns

Speak with BID Board members, City staff, BID contractors, and other key partners

Phase V – Align Existing and Proposed Activities

Line-item budget forecasting revenues and expenses for next three fiscal years

Phase VI – Prepare BID Operating Budget

Clearly define roles and responsibilities of the City, BID Board, and participating members

Final review of legal requirements to incorporate expansion

Draft resolution

Determine process of notifying property and business owners operating within the new boundaries

Phase VII – Finalize Expansion Plan

# Final Draft Report

Presented at:

Fort Lauderdale Beach BID Advisory  
Committee meeting

**August 14, 2023**

