

DRAFT

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE

Monday, March 11, 2024, 3:30 P.M.

Beach Community Center

3351 NE 33rd Avenue

Fort Lauderdale, FL 33308

MEMBERS	September 2023 – August 2024				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	P	7	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	7	0	0	0
Ritz Carlton Hotel <u>Vacant</u> Samuel Fuerstman, Alternate	P	5	2	0	0
Greater FTL Chamber of Commerce <u>Ina Lee</u>	P	6	1	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> (at 3:35 p.m.) Michael Berry, Alternate	P	4	3	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Alternate Vacant	A	3	4	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> (at 3:35 p.m.) Michael Munroe, Alternate	P	7	0	0	0
Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate	P	5	2	0	0

Staff

Von Howard, Administrative Supervisor, Public Affairs, Board Liaison

Melissa Mata, Senior Management Fellow

Jamie Opperlee, Prototype, Inc.

Guests

Chris Stacey, Rock the Ocean Foundation

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted a quorum was present.

II. Approval of Meeting Minutes

• **Regular Meeting – February 12, 2024**

Motion made by Ms. Lee, seconded by Mr. Frederick, to approve the minutes of the February 12, 2024, Regular Meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Tortuga Music Festival 2024

Chris Stacey, Rock the Ocean Foundation, provided a presentation combining his overview of the 2023 event and outlining the 2024 event. He shared highlights from the first 10 years and reviewed the results of a survey of fans.

Laurie Johnson and Lisa Namour arrived at 3:35 p.m.

Mr. Stacey discussed demographics of concert attendees. He stated last year, the event sold out with 37,500 attendees per day. He highlighted that 54 percent of attendees are staying in hotels and discussed transportation options, noting an effort to educate fans on alternative transportation to reduce traffic impacts.

Chair MacDiarmid commented that there is traffic with anything happening on the beach.

Mr. Stacey acknowledged that the previous year had been particularly challenging for the event due to flooding, and there had been a period where it looked like the event may be cancelled. Discussion ensued regarding the effort to put the show on despite flooding and the potential repercussions of cancellation.

Continuing, Mr. Stacey stated there had been 18 work stoppages prior to the event and two (2) evacuations during the event, but despite that, 91 percent of fans were satisfied with their overall experience. He discussed economic impact of the festival, including approximately \$34 million in labor, with 993 jobs generated. He stated the cost to the City is low, with the BBID funding being the only City funding received and City services being reimbursed. He noted that in 2023, the reimbursement was \$520,000. Mr. Stacey advised that building for the 2024 show would begin on Friday. He discussed partners and sponsors, as well as the work of the organization's Sustainability Coordinator to assist in making the festival the most sustainable large-scale music festival on the planet. He shared community impacts briefly.

Mr. Stacey responded to concerns regarding cancelation of room blocks. He stated room blocks had been determined based on last year's numbers, but festival attendance is trending down across the industry. He advised that based on ticket sales to date, the 2024 event would be scaled back for a variety of reasons. He stated ticket sales are down, and this will be the first year in three (3) years that single-day tickets have been sold. He advised that they are projecting 25,000 attendees per day.

Ms. Lee commented on the difficulty of predicting how many people will book with AirBnB. Mr. Stacey shared that hotel rates are among the issues with the most complaints received by organizers. Discussion continued.

Mr. Fuerstman noted the increasing costs of events and asked if there was a contingency plan for the next few weeks to increase ticket sales. Mr. Stacey stated there was a marketing plan, and the organizers are not worried about the success of the event because of an off year. He advised that the marketing team is activating in ways they had not done before.

Discussion continued regarding the loyalty and relatively good behavior of attendees, as well as talent booking and dates for 2025.

Ms. Lee noted the U.S. Travel Association's IPW event would be held in Fort Lauderdale for the first time in 2025 and encouraged Mr. Stacey to connect with organizers regarding an event on the beach.

IV. Miami Christmas Lights

Item not addressed.

V. Smart City Kiosk Contract Update

Von Howard, Administrative Supervisor, Public Affairs, provided an update on the inoperable Smart City kiosks located in the parking garage. He stated staff had visited the site with a vendor to ascertain the issues and get a better understanding of the maintenance plan and associated costs. He advised that the previous cost had been \$4,700 per year and the 2024 rate was \$5,000.

Chair MacDiarmid asked for clarification on what was being paid for and what was on the kiosks. Mr. Howard stated to his understanding, there was nothing on them. Discussion continued regarding maintenance.

Mr. Howard stated Tasha Cunningham with the Brand Advocates had been pursuing the issue because there were BBID events she wanted to advertise on the kiosks, but the question was whether the kiosks were an issue the Board wanted to revisit or bid again.

Ms. Johnson asserted they could not discuss a benefit to the kiosks when they had not been working. Chair MacDiarmid agreed.

Mr. Fleming noted that when the Board originally agreed to the installation of the kiosks, they thought there would be a tram. He stated he did not believe it was worth having a kiosk inside a parking garage on its own.

Ms. Lee pointed out there was also a kiosk at Las Olas Oceanside Park, but she had never seen anyone use it. Discussion continued regarding cancelation of the agreement. Mr. Howard stated he would gather information and report back.

VII. Board Member Input

Mr. Howard shared an updated list of BBID applications for funding. He noted there have been seven (7) applications received for a total of \$695,000. Discussion continued and the Board asked for amendments to the budget and application report for additional clarity.

Ms. Lee pointed out that the Rip Tide Festival is not happening, and asked whether the contribution to the event would go back into the budget. Mr. Howard stated invoices were received for the December 2023 event.

Ms. Lee asked for an update on whether the Ocean of Soul Jazz Festival had gone through the special event application process with the City and the status of that application. Chair MacDiarmid advised that the application would have to go through the same process. Discussion continued regarding off-cycle applications and consensus was that the Board would review on a case-by-case basis, but the presentation should be on the agenda and not added later.

Mr. Howard asked for clarification on the process. Ms. Johnson explained the Board would like to review the applications and then determine which they wanted to see presentations from.

Ms. Lee asserted the Board should find out which events Visit Lauderdale is funding, and if they are not funding an event, why, and how the money is being used. Discussion continued.

Mr. Fleming asked that Tasha Cunningham attend the April event to provide an update.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:30 p.m. The next Regular Meeting of the BBID will be April 8, 2024, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

Tortuga Music Festival 2024 presentation