



Broward County

Legislation Text

File #: 21-1084, Version: 1

Broward County Commission Regular Meeting

Director's Name: Stacy Ritter

Department: Greater Fort Lauderdale Convention and Visitors Bureau

Information

Requested Action

MOTION TO APPROVE First Amendment to Tourism Sponsorship Program Agreement (“First Amendment”) between Broward County and Greater Fort Lauderdale Pride, Inc., providing for sponsorship of the 2021 Pride of Fort Lauderdale event, the 2022 Pride of the Americas event, adjusting the overall sponsorship amount to provide for a reduction in County funding of \$250,000, and authorizing the Mayor and Clerk to execute the First Amendment.

Why Action is Necessary

Amendments to a Tourism Sponsorship Program Agreement with a value of more than \$500,000 require Board approval.

What Action Accomplishes

Approves the First Amendment to the Tourism Sponsorship Program Agreement.

Is this Action Goal Related

No

Previous Action Taken

May 21, 2019 Regular Meeting (Item No. 49)

Summary Explanation/Background

THE GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU RECOMMENDS APPROVAL OF THIS ITEM.

At the May 21, 2019 meeting of the Board of County Commissioners (“Board”), the Board approved a Tourism Sponsorship Program Agreement (“Agreement”) between Broward County (“County”) and Greater Fort Lauderdale Pride, Inc. (“GFL Pride”), for funding the 2020 Pride of the Americas event, which was to be held on April 21 through 26, 2020 (“2020 Event”). The Board approved total funding for the 2020 Event of \$500,000 in monetary sponsorship and up to an additional \$250,000 in marketing support by the County, through the Greater Fort Lauderdale Convention & Visitors Bureau (“GFLCVB”).

The GFLCVB viewed the County’s sponsorship of the 2020 Event as a unique opportunity to attract and engage LGBT+ attendees coming to the area from throughout the United States, the Caribbean, and Latin America. Besides the direct interaction with and promotion of the Broward County destination to the estimated 227,000 attendees anticipated to attend the 2020 Event, the GFLCVB

viewed this event as an opportunity to bring domestic and international media attention to the destination.

As a result of the COVID-19 public health emergency, large gatherings such as the 2020 Event were canceled. At the time of the cancellation of the 2020 Event, which occurred a few weeks before the 2020 Event was to begin, GFL Pride had already expended significant funds in connection with the 2020 Event.

GFL Pride has organized a Pride of Fort Lauderdale event to occur in November 2021 and has rescheduled the Pride of the Americas event for November 2022 (collectively, the “2021 and 2022 Events”).

This item provides for a First Amendment to the original Agreement for the 2020 Event to be approved by the Board, converting the previous sponsorship of the 2020 Event into sponsorships for the 2021 and 2022 Events, along with a staged repayment of \$250,000 of the \$500,000 sponsorship for the 2020 Event by GFL Pride to the County, as follows: (a) \$120,000 within 30 days after execution of the First Amendment; (b) \$50,000 on or before December 31, 2021; (c) \$50,000 on or before December 31, 2022; and (d) \$30,000 on or before June 30, 2023.

The First Amendment attached as Exhibit 1 was drafted by the Office of the County Attorney to reflect the revised agreement between the parties, subject to approval of this item.

Source of Additional Information

Stacy Ritter, President/CEO, Greater Fort Lauderdale CVB, 954-765-4466

Fiscal Impact

Fiscal Impact/Cost Summary

Provides for the repayment of \$250,000 of the total \$500,000 sponsorship previously paid to Greater Fort Lauderdale Pride, Inc.