



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#24-0925

TO: Honorable Mayor & Members of the Fort Lauderdale City Commission

FROM: Susan Grant, Acting City Manager

DATE: October 1, 2024

TITLE: Resolution Approving Fiscal Year 2025 Not for Profit Service Agreement with Riverwalk Fort Lauderdale, Inc. - Monthly *Go Riverwalk* Magazine - \$50,400 - (**Commission Districts 1, 2, 3 and 4**)

Recommendation

Staff recommends the City Commission adopt a resolution approving a City of Fort Lauderdale FY 2025 Not for Profit Service Agreement with Riverwalk Fort Lauderdale, Inc., and authorizing execution of the agreement.

Background

Within the FY 2025 Budget, the City Commission approved \$50,400 for a City contribution towards Riverwalk Fort Lauderdale, Inc., (“Riverwalk”), to provide space in the monthly *Go Riverwalk* Magazine to communicate with neighbors and community members regarding City information. The City partners with Riverwalk in activating and promoting the downtown Riverwalk district, including information dissemination.

Riverwalk will provide this service in print, on-line and through social media. Riverwalk will provide one page of space monthly for the Mayor or a City Commissioner, and two pages monthly to include City announcements, events, projects, awards, or other suitable content as determined by the City. Additionally, Riverwalk will put the City logo on the cover and spine of the monthly magazine, include City information as provided in weekly eblasts, include City notices on www.goriverwalk.com, include City announcements in the seven social media sites owned by Riverwalk, as well as share with a larger number of media partners that currently share with Riverwalk.

Resource Impact

There is a fiscal impact to the General Fund in the amount of \$50,400 in FY 2025. Funding is budgeted and available per the table on the following page.

Funds available as of October 1, 2024					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-1405-513-40-4299	Other Gen Govt-Social/Cultural	Services/Materials/Ad/Marketing	\$665,692	\$665,692	\$50,400
				TOTAL AMOUNT ►	\$50,400

Strategic Connections

This item is a 2024 Commission Priority, advancing the Public Places initiative.

This item supports the *Press Play Fort Lauderdale Strategic Plan 2029*, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are United*.

This item supports the *Advance Fort Lauderdale 2040 Comprehensive Plan* specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Agreement

Exhibit 2 – Resolution

Prepared by: Safeea Ali, Strategic Communications Manager, City Manager’s Office

Charter Officer: Susan Grant, Acting City Manager