



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#14-1375**

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

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** November 4, 2014

**TITLE:** FY 2015 Participation Agreement with Winterfest, Inc. - \$10,000

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**Recommendation**

It is recommended that the City Commission approve the FY 2015 Participation Agreement with Winterfest, Inc., a not-for-profit organization, and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale.

**Background**

With the adoption of the FY 2015 Budget, the City Commission approved contributions to not-for-profit organizations that support the needs of the community while making a positive impact. The benefiting not-for-profit organization is required to execute a participation agreement that provides for amount and terms of contribution, scope of services, and standards of performance.

Winterfest, Inc. administers the Annual Winterfest Boat Parade with a festival and full complement of events around the Greater Fort Lauderdale Area. The funding will be used to create unique quality entertainment while bringing national as well as international attention to the Greater Fort Lauderdale Area. The Participant produces a one-hour television show in cooperation with WSVN (Fox Affiliate) showcasing the City of Fort Lauderdale. Additionally, an extensive advertising campaign compliments their efforts.

### **Resource Impact**

There is a fiscal impact to the General Fund in the amount of \$10,000. Funding is budgeted and available per the table below.

<b><i>Funds available as of October 24, 2014</i></b>					
<b>ACCOUNT NUMBER/ INDEX CODE</b>	<b>INDEX NAME (Program)</b>	<b>OBJECT CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Object Code)</b>	<b>AVAILABLE BALANCE (Object Code)</b>	<b>AMOUNT</b>
001-GEN010101- 4210	Other General Government – Social/Cultural	Other Operating Exp/Social Contributions	\$11,267,506	\$11,267,506	\$10,000
<b>TOTAL CONTRIBUTION ►</b>					<b>\$10,000</b>

### **Strategic Connections**

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

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within Internal Support Cylinders of Excellence, specifically advancing:

- Goal 12: Be a leading government organization, managing our resources wisely and sustainably
- Objective 1: Ensure sound fiscal management.

Attachment (s):

Exhibit 1 – Participation Agreement with Winterfest, Inc.

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Prepared by: Charmaine Crawford

Budget Manager: Emilie R. Smith