



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

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

**DATE:** March 17, 2015

**TITLE:** Grant Application to Community Foundation of Broward, Art of Community  
Grant Program for Esplanade Park Cultural Improvements

---

**Recommendation**

It is recommended that the City Commission retroactively approve the City Manager's submission of a grant application to the Community Foundation of Broward for a grant to be used toward the design and improvements of Esplanade Park as contained in the Riverwalk District Plan.

**Background**

The Community Foundation of Broward awards grants up to \$100,000 to support civic-engagement projects that utilize the arts to address community issues. The City is requesting a grant in the amount of \$100,000 with a required one to one cash match. Grant funds will be used to support the design and related improvements based upon the Riverwalk District Plan and ULI study recommendations. The activation of the Riverwalk is also a priority of the Commission Annual Action Plan.

Grant funds will be matched with a \$100,000 local match. The application deadline is March 12, 2015. Since the deadline is prior to the March 17, 2015 Commission meeting, staff will proceed with the submission to meet the deadline. Staff will withdraw the application from consideration should the Commission disapprove the submission.

The Art of Community supports civic engagement projects. If awarded, grant funds will be used to support project design. The community will also be engaged in the integration of art and design. The goal will be to involve our neighbors in the process to achieve long-term results and the subsequent activation of the Riverwalk.

**Resource Impact**

There is an anticipated positive impact to the City in the amount of \$100,000 which would allow for project implementation in FY16. Matching funds in the amount of \$100,000 have been identified in General Fund Grant Match Account.

**Strategic Connections:**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018 initiative*, included within the *Public Places Cylinder of Excellence*, specifically advancing:

- **Goal 3:** Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- **Objective 1:** Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone

This item also advances:

- **Goal 4:** Be a healthy community with fun and stimulating recreational activities for our neighbors.
- **Objective 2:** Celebrate our community through special events and sports.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Community.

Attachments:

Exhibit 1 – Art of Community Request for Proposal

---

Prepared by: Gina Rivera, Parks & Recreation Department

Department Director: Phil Thornburg, Parks & Recreation Department